

Prepared By

SUPPLY CHAIN SERVICES

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**A DUNs Number Is Required  
See Instructions for more information**

REQUEST FOR PROPOSAL, INSTRUCTIONS TO PROPOSERS,  
PROPOSAL FORMS, CONTRACT FORMS, AND  
SCOPE OF SERVICES

**REQUEST FOR PROPOSAL NO. RITM0104053.AM**

**PROGRAM ADMINISTRATOR - COMPLETE ENERGY SOLUTIONS PROGRAM**

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**PRE PROPOSAL CONFERENCE**

**Tuesday**

**July 7, 2026**

**3:00 P.M.**

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Proposals are due at the date and time specified in the Bid Information section of this sourcing event in PlanetBids (SMUD's sourcing system).

## PROPOSAL NO. RITM0104053.AM

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## 1. REQUEST FOR PROPOSALS

### NO. RITM0104053.AM

The Sacramento Municipal Utility District, hereinafter referred to as “SMUD”, is soliciting proposals for **PROGRAM ADMINISTRATOR - COMPLETE ENERGY SOLUTIONS PROGRAM**.

This Request for Proposal (“RFP”) provides instructions to contractors for submitting proposals and establishes terms and conditions under which SMUD will contract for such services.

All proposals must strictly conform to the requirements described in this RFP.

### **PROPOSERS SHALL PAY PARTICULAR ATTENTION TO THE FOLLOWING REQUIREMENTS:**

#### **ENVIRONMENTAL PROCUREMENT:**

SMUD has adopted an Environmental Protection Policy in which it commits to environmental stewardship, the conservation of natural resources, reductions in the use of hazardous substances, reductions in mobile sources of NOx emissions, and recycling and responsible disposal. SMUD will promote environmental procurement practices that will minimize environmental impacts, conserve natural resources, and reward environmentally conscious manufacturers and contractors, while remaining fiscally responsive. To further its policy SMUD will favor environmentally preferable procurements when price, quality, and availability are equal. To this end, SMUD will endeavor to reward environmentally conscious manufacturers, suppliers, and contractors with contracting opportunities that address these policy goals in addition to providing SMUD and its customer-owners fiscally responsible procurement options.

#### **SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM:**

SMUD is committed to achieving full and equal contracting opportunities for customers doing business with SMUD and has adopted the program described in this solicitation to help fulfill that commitment.

**SAFETY PROGRAM REQUIREMENT:**

The personal safety and health of the general public, SMUD employees, and Contractor employees is of paramount importance. Included within this specification are safety instructions that have been prepared to aid a Contractor or Contractor's employees to comply with the safety requirements and regulations which are necessary to avoid personal injury to the general public, SMUD employees, and Contractor employees and to prevent damage to SMUD buildings, equipment, or materials while performing this contract.

**CONTRACTOR CODE OF CONDUCT:**

The Contractor Code of Conduct is available on [smud.org](http://smud.org) and outlines the principles and practices that SMUD contractors, as well as their employees and subcontractors, are expected to follow when doing business with SMUD.

## 2. SCOPE OF SERVICES

### 2.1. GENERAL

The Proposer shall provide all labor, material, and equipment required to perform the Service described as: **PROGRAM ADMINISTRATOR - COMPLETE ENERGY SOLUTIONS PROGRAM**

### 2.2. PROGRAM DESCRIPTION

The Sacramento Municipal Utility District (SMUD) requests proposals from experienced parties to administer a Commercial Demand Side Management Program (DSM) called Complete Energy Solutions Program (CES) for a three-year period, with an option to extend two additional years. The CES program will deliver a “one-stop shop” for energy efficiency and building electrification projects, plus support outreach efforts for SMUD’s other programs which may include, load flexibility and vehicle electrification.

The Program Administrator will support the five efforts summarized below:

- A. **Administer SMUD’s Complete Energy Solutions Program (CES):** The Complete Energy Solutions Program (CES) delivers an integrated program delivery design that incorporates a comprehensive approach to encourage multi measure retrofits. SMUD will expect Contractor to identify holistic customer opportunities as well as enrollments into programs outside of the CES scope, such as SMUD’s suite of Commercial programs, Multifamily Retrofit, Custom, retrofit, and Commercial EV. The Program Administrator’s staff will perform assessments of all energy consuming systems and provide a proposal to customers documenting good retrofit candidates, assessments will comply with the ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers) Level I-III guidelines for different levels of energy assessments to help organizations understand and improve their energy performance. These will include measures that integrate other Demand Side management (DSM) solutions as well as other SMUD’s complementary services. CES program activities will include marketing, lead generation, enrollment, incentive processing, and application support, as defined per program
- B. **Administer CES SMUD Driven projects.** SMUD will also expect the Program Administrator to manage end-to-end projects supported in part or whole by internal or external grant funding sources. SMUD driven projects often have multiple departments of SMUD support and increased leadership scrutiny in support of community partners and non-profits supported through CES.
- C. **Support SMUD’s Trade Ally Network.** The CES program utilizes an existing consolidated platform to manage a network of trade allies that provide support to many programs. The CES Program Administrator, however, will be expected to manage program specific trade ally enrollments, vetting, and ongoing monitoring of those trade allies. The CES Program Administrator will provide trade ally recruitment and oversight for the CES program, maintaining a network of trade allies in collaboration with SMUD’s Trade Ally Network.

- D. **Establishment of Preferential program pricing.** The Program Administrator will negotiate and secure preferential pricing from distributors and manufacturers for specific equipment, such as heat pump water heaters and heat pump HVAC systems. This initiative seeks to reduce project costs and encourage the adoption of energy-efficient technologies in line with the program's objectives.
- E. **Provide a Software-as-a-Service (SaaS) solution:** SMUD requires the Program Administrator to provide a robust Software-as-a-Service (SaaS) solution that manages individual project workflows and statuses, and that must be integrated with SMUD's Dynamic DSM solution. The Program Administrator will deliver implementation of workflow automation processes for the Complete Energy Solutions Program and provide the following: customer eligibility, data validation and accuracy, manage Trade Ally project submittals, handle all real-time program tracking and reporting, and provide Trade Allies, customers, and SMUD role-based access to program and project details. Currently, SMUD utilizes an enterprise-wide Demand Side Management (DSM) platform that the SaaS solution will need to be integrated with to support project and program activities.

### 2.3. BACKGROUND

SMUD began serving electricity to Sacramento in 1946 and is now the nation's sixth-largest community-owned electric utility. SMUD provides reliable, affordable electricity to most of Sacramento County and a portion of Placer County. We serve more than 1.5 million people, comprised of approximately 575,000 residential accounts and 70,000 commercial/industrial accounts. SMUD employs over 2,300 people and is governed by a seven-member Board of Directors elected by SMUD's customers. SMUD is recognized nationally and internationally for its innovative energy efficiency programs and decarbonization programs. SMUD was the first large California utility to receive more than 20 percent of its energy from renewable resources, and on average about 50% of our power supply mix is carbon-free. In addition, we were an early adopter of AMI (advanced metering infrastructure), with virtually all our customers on smart meters. Today, SMUD's 2030 Zero Carbon Plan outlines a flexible pathway to reach a goal of eliminating carbon from its power supply by 2030—the most aggressive carbon reduction goal of any large utility in the nation. To achieve this goal, SMUD's working to ensure that under-resources customer segments are supported so that everyone can reap the benefits of a clean energy future.

SMUD's purpose is to enhance the quality of life for our customers and community through creative energy solutions. SMUD's vision is to be the trusted partner with our customers and community, providing innovative solutions to ensure energy affordability and reliability, improving the environment, reducing our region's carbon footprint, and enhancing the vitality of our community. SMUD's continued focus is on providing superior value to its customers and community as the region's full-service energy provider. Delivering customer value, whether directly by SMUD or through our partners, is a key corporate priority for the entire company.

SMUD maintains a long-standing relationship with the community and a large network of trade allies that serve the CES program.

## 2.4. PROJECT BACKGROUND

There are three major SMUD initiatives that are driving our continued need for the services requested in this Request for Proposal (RFP):

- A. Customer Experience (CX): Delivering customer value, whether directly by SMUD or through our partners, is a key corporate priority for the entire company. SMUD strives to provide seamless and personalized experiences for our customers in response to their energy needs. Specific to small and medium business (SMB) customers, the CES program provides a comprehensive ‘full service’ approach in enabling end-to-end project management of electrification and energy efficiency projects. Decarbonization: SMUD has aggressive regional decarbonization goals for the coming years. CES will support SMUD’s carbon emission reduction goals through both building electrification and transportation electrification measures.
- B. Support for SMB customers: SMUD wishes to ensure that commercial small and medium business (SMB) customers have tools and resources to identify, deploy and implement measures that enable customers to reduce and manage their energy consumption and still be able to control their costs during peak pricing times. The comprehensive approach toward building electrification combined with energy efficiency measures provide the best opportunities for our customers to realize potential energy bill savings.
- C. Decarbonization: SMUD has aggressive regional decarbonization goals for the coming years. CES will support SMUD’s carbon emission reduction goals through both building electrification and energy efficiency measures, as well as vehicle electrification measures.

## 2.5. PROGRAM ACTIVITIES

The Program Administrator or its subcontractor(s) will deliver the following general activities as applicable:

- 1. Deliver a “one stop shop” program, providing a seamless customer experience from audit to installation to rebate.
- 2. Lead Customer Experience enhancements to ease customer participation in completing energy efficiency and electrification projects while maintaining their focus on running their business.
- 3. The program administrator will actively engage in SMUD-led customer experience journey mapping sessions, and utilize the documented process flows (e.g., journey maps) to inform the development of the program pathway. This will serve as a guide to optimize customer interactions and ensure consistent experience across the board.
- 4. Market to commercial businesses directly by participating in business walks led by SMUD’s economic development department. Support digital marketing efforts to attract commercial businesses in alignment with SMUD’s brand and marketing approval processes.



5. Assess commercial customer facilities for opportunities to electrify equipment to realize carbon savings and identify energy efficiency opportunities that will reduce customer kWh/Therm consumption and to realize potential bill savings where applicable.
6. Support trade allies' participation in the program through assignment of work orders to ensure that customer projects are being fairly distributed throughout the network of qualified trade allies by license type. However, ultimate trade ally selection is approved by customers.
7. Educate customers and trade allies on proper participation of adding or modifying commercial facilities' energy profile with a change in equipment in alignment with SMUD rules and requirements. Including reviewing panel and transformer capacity impacts, in the case of building electrification.
8. Manage and drive commercial customer engagement while including SMUD program staff and strategic account advisors.
9. Support customer and trade ally activities in getting through challenging permitting requirements and engagement with the local agency to keep project delays to a minimum.
10. Provide the SMUD program team updates and transparency into the collection and documentation of program administration activities in real time by collaborating in person and virtually.

## 2.6. PROGRAM ADMINISTRATION

Maintain robust administrative tools and staffing to effectively manage the program. This includes:

- a. Program Administrator to monitor staff performance in alignment with SMUD's code of ethics that may include but not limited to the following:
  1. Mitigation of conflict of interest
  2. Adherence to information security awareness per SMUD policy MP\_07.03.02.101
  3. Adherence to [Contractor Code of Conduct](#)
  4. Will not represent themselves digitally, verbally, or otherwise as a SMUD employee.
- b. Program administrator will keep Pacific standard time as the preferred time zone for all scheduled activities.
- c. Program administrator lead may be asked to report to SMUD's campus in person to participate in a collaborative workday session on an as needed basis.
- d. Virtual meetings will have Virtual workspace and file sharing to collaborate with SMUD personnel

- e. Virtual meeting expectation for program administrator to be professional in appearance and on camera for all meetings.
- f. Project Administrator to support and monitor completion of individual customer projects led by participating trade allies, including:
  - 1. Recordkeeping and file sharing in SharePoint or Kiteworks
  - 2. Real-time project and pipeline tracking
  - 3. Project management and milestone tracking
  - 4. Local agency engagement to mitigate project delays
  - 5. Energy analysis
  - 6. Proposal generation
  - 7. Incentive management-Paid by the administrator, and reimbursed by SMUD.
  - 8. Handling complaints and disputes
  - 9. Trade ally remediation
  - 10. Customer survey feedback and engagement to include collaboration with SMUD's assigned Strategic Account Advisor on a per project basis.
- g. Program administrator field personnel and subcontractor staff to attend quarterly in person performance report meetings at SMUD's customer service center.

#### **4. Communication Channels**

Ensure availability of phone, email, and other communication channels with appropriate staffing to provide suitable coverage and timely response times for inquiries and support.

### **B. Program Specific Activities**

#### **1. CES Comprehensive, Full-Service Projects**

##### **Overview:**

The CES comprehensive pathway will offer a holistic approach to energy efficiency and decarbonization through building electrification, delivering a seamless and efficient experience for customers. This full-service approach includes end-to-end Program Administrator led activities and spans multiple phases of a project, including 1) program marketing and recruitment of interested customers 2) conducting onsite assessments of a customer's current equipment and energy use, 3) assessment and recommendations of strategic equipment upgrades, 4) development of a detailed project proposal 5) support of trade ally selection and project approval, 6) end-to-end project management of selected equipment upgrades, and 7) project completion and final approval. By following this pathway, customers should access a wide array of energy-saving opportunities while maximizing their incentive potential.

## a. Customer Recruitment and Marketing

- Develop targeted marketing and branding strategies to identify potential customers for the CES pathway.
- Present SMUD programs to commercial customers, including information on electric vehicle supply equipment and additional offerings.

## b. Collaboration with SMUD's Strategic Account Advisor Team

- Establish procedures for incorporating SMUD's program team, and Strategic Account Advisors throughout the project lifecycle, from inception to closure and final inspection.

## c. Project Scheduling

- Work directly with customers to schedule all stages of the project, from the initial energy assessments to the final approval of completed projects.

## d. Energy Assessment Capabilities: Provide robust energy assessing services by employing skilled energy assessors who are capable of:

- Establishing an electrification strategy specific to the commercial customer's unique site conditions.
- Evaluating common HVAC, refrigeration, kitchen equipment, lighting, and other energy-consuming systems, as well as assessing distribution service level electrical equipment and opportunities for electric vehicle supply equipment (EVSE) installations.
- Conducting visible inspections of HVAC equipment and performing basic functional testing (e.g., economizer operation, thermostat programming).
- Analyzing how commercial facilities are served by SMUD power distribution and evaluating customer electrical panel capacity for meter and sub-panel equipment.
- Completing the SMUD Grid Capacity Evaluation process through the online portal, Power Clerk. This includes submitting site information (e.g., panel size, meter numbers) and basic project details to evaluate upstream electrification impacts.
- Estimating demand impacts and bill assumptions associated with electrification measures, detailing gas consumption reductions and electric increases, including impacts on demand charges and Time-of-Use (TOU) rates.
- Completing comprehensive energy assessments of commercial and light industrial facilities, reporting the status of all energy-consuming systems and recommending energy-efficient electric equipment retrofits that align with program goals.

## e. Assessor Training and Development

- Develop training strategies for energy assessors to enhance their skills and knowledge in energy efficiency, electrification and other SMUD applicable programs.
- f. Value Proposals for Customers
- Provide value proposals to each customer that include installed costs, applicable incentives, energy and cost savings, infrastructure assessments, behavioral recommendations, and bundled program offerings.
- g. Trade Ally Management
- Ensure that all work orders are assigned to trade allies who hold the appropriate Contractors State License Board (CSLB) license classifications.
  - Track trade allies who are licensed to perform multiple functions across measure types to realize efficiencies by utilizing trade allies who can complete multiple parts of a project. (e.g. A trade ally is licensed to perform both a go-electric heat pump space heating measure and an induction cooktop installation.)
  - Ensure that all CES participating trade allies are actively listed on the SMUD Trade Ally Network.
- h. Knowledge of Funding Sources: Familiarize the team with external funding sources, including:
- Federal, state, and local incentive programs that can provide additional funding sources for eligible measures.
  - Possible no- or low-cost loan programs.
  - Tools such as CalEnviroScreen 4.0 and the Economic Justice Screening tool to determine program eligibility for equity incentives.
  - Requirements for utilizing Electric Vehicle Infrastructure Training Program (EVITP) certified trade allies.
  - Program Administrator is knowledgeable of commercial financing programs, if any are in operations, and shall provide customers with market rate financing options from financial institutions. At the Program Administrator's discretion these options can be expected to guide applicants through available financing process.
  - Program Administrator will remain knowledgeable and versed in typical market rates for interest, terms, and credit requirements for commercial retrofit loans through provided financing options.
- i. Permitting Compliance
- Ensure that all permitting requirements are followed and develop a monitoring process for ongoing compliance.

- Ensure that projects are being assigned to trade allies while creating awareness to the permitting requirements by jurisdiction and by measure.
- Monitor trade ally permitting and permit close out.

j. Customer Satisfaction Monitoring

- Ensure that all projects are completed to the customer's satisfaction and develop a process for monitoring satisfaction on an ongoing basis.

## 2. CES SMUD driven Projects:

### Overview:

The CES SMUD driven **pathway** is specifically designed for businesses working with their local Property based improvement district (PBID) and local chamber of commerce efforts to enhance the economic benefits of the specific businesses within their jurisdiction. SMUD values and partners with these entities in other parts of SMUD's business and drives a lot of project work into program participation.

Projects within this pathway are often funded at increased incentive amount up to 100% and can be funded from a multitude of pathways. Funding in this space means that the projects supported come with public works designation requiring prevailing wage. The Program Administrator will be expected to provide activities as described in the same full-service, comprehensive pathway but will also be expected to administer projects based on the following:

- End to end project management of electrification projects start to finish.
- Permitting support
- Cost effectiveness and projects lifespan of proposed equipment
- Benefits to the SMUD customer that are not directly related to Energy savings (ie.: operational benefit, critical system tied, down time reduction, etc.)
- Ability to assign work orders to trade allies that can take on multiple measures
- Administer multiple contracts when needed to handle a vast array of multiple measures at a customer site to have project timelines coincide with overall project completion targets.
- Be familiar with the funding requirements (i.e. federal/state etc.) and ensure compliance.

Administration may also include but not limited to other support as requested to ensure that SMUD holistically is supported by the Program Administrator to ad hoc support escalations and support customer/trade ally communication to accomplish solution-based outcomes that drive positive outcomes for SMUD and its stakeholders.

## 3. Trade Ally Network

The CES Trade Ally Network platform is managed by a separate program administrator, and it includes most SMUD program trade allies. The CES program administrator will match commercial customers to licensed installing trade allies from the SMUD Trade Ally Network. This network ensures that customers have access to qualified trade allies for facilitating efficient and effective energy efficiency upgrades. The program administrator will need to develop an equitable way of distributing the customer driven work across the network of trade pro allies.

CES trade allies that are part of the SMUD Trade Ally Network are subject to the terms of the SMUD Trade Ally Network Participation Agreement. Trade ally eligibility and ongoing management of trade ally participation will be hosted by the SMUD Trade Ally Network, in coordination with the CES Program Administrator.

**a. Direct Engagement with Trade Allies:**

- Installation trade allies within the CES Trade Ally Network are recognized as “trade allies,” which means they are SMUD-approved participating trade allies in the SMUD Trade Ally Network. Customers will work directly with these trade allies for their retrofit and installation needs, without the need for these trade allies to be listed as subcontractors in the proposal process.
- Customers have the autonomy to select their preferred trade ally for project execution. The program administrator’s employees and subcontractors are prohibited from performing construction work under the CES program. Additionally, program administrator personnel must not solicit or accept gratuities, favors, or other forms of monetary value related to the CES program outside the services required.

**4. Funding Compliance and Incentive Payments**

**a. Funding Compliance:**

- On occasion, SMUD works with outside organizations and funding agencies, such as Federal and State, to acquire and deploy grant funding. To comply with the requirements associated with these funding sources, the CES Program Administrator must maintain a sub list of trade allies that meet prevailing wage requirements. This includes being registered with the Department of Industrial Relations (DIR) as public works trade allies and complying with DIR public work laws, such as:
- Submitting electronic certified payroll records for each public works project.
- Paying prevailing wage rates to all workers.
- Build America, Buy America Requirements:
- The CES program administrator will also maintain a sub list of trade allies who can adhere to Build America, Buy America requirements, ensuring that projects not only comply with local regulations but also support domestic manufacturing and labor standards.

**b. Incentive Payments:**

- Incentives values are deemed by SMUD and subject to availability and level amount.
- Incentives are only available for reimbursement of the SMUD customer of record project cost.
- Incentives are not rebates and require prior reservation to the start of the project construction.
- Incentive payments can be made following proof of project completion in adherence to program participation.

- SMUD customer of record may elect to have their incentive payment assigned to be paid directly to their trade ally mitigating their out of pocket expenses.
- It is essential that the Program Administrator does not pay trade allies for any construction work performed, except for customer incentives that the customer has explicitly assigned to a trade ally.

## 2.7. MANDATORY REQUIREMENTS

Items in this section will be evaluated on a Pass/Fail basis. If it is determined that one or more of the following mandatory requirements are not met, the Proposer will fail this section and the proposal will be considered non-responsive.

A. Within the last five years, the Program Administrator must have at least two combined years of experience as a program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

B. The Program Administrator must provide a cloud-based software solution that has been in use by the Program Administrator for at least two North American utilities for a program of similar scope and scale to this CES program offerings; energy efficiency, auto demand response programs, and/or electric vehicle supply equipment.

C. Financial Stability. Program Administrator shall be capable to maintain the cash flows required to implement this program, although the Program Administrator will be able to bill SMUD monthly for all pass-through expenses. Program Administrator must have account payable capabilities to pre-pay incentives and to process and pay subcontractors (if any) within 15 days after receipt of trade ally invoice. Program Administrator can expect to need to pre-pay up to \$500,000 in customer incentives before being reimbursed by SMUD. Capability to handle 1099 tax forms for customers payments at the end of each fiscal year.

D. The proposed solution must comply with ALL SMUD mandatory cybersecurity requirements listed in section 2.8.1 of the RFP

E. If shortlisted, the proposer must submit a SOC 2 Type II, or equivalent third-party attestation if available, and System Security Plan that meets the requirements as described in section 2.8.2 of the RFP for approval by SMUD's Cybersecurity Office. If the plan is not approved by Cybersecurity, the proposer will be disqualified.

F. Proposer agrees to submit their Disaster Recovery Program (DRP) to SMUD prior to contract award.

G. Infrastructure that comprises the solution and the data storage itself must be on U.S. soil.

H. The proposed solution should include the following key features:

- The ability to make API calls to external systems for data verification and validation (call functionality) and push data to external APIs or systems after form submission (push functionality). This should include but not be limited to:
  - RESTful API Support
  - Authentication Methods
  - Customizable Data Mapping
  - Error Handling and Logging

- Configuration Interface

## 2.8. PROGRAM GOALS

The CES program follows a performance-based approach for payments to the Program Administrator, encouraging the adoption of multi-measure gas-to-electric conversion and energy efficiency retrofits. The Program Administrator will receive a performance payment, following project completion, based upon deemed values, energy savings, therms reduced, or upon other agreed upon per project fee structures, such as that for installation of energy efficiency or electrification measures through the CES program, or for installation of electric vehicle supply equipment incentivized through the Commercial EVSE program. SMUD will set the customer incentive rates and performance payment structure (either a deemed value or based upon time and materials) for each completed project. The Program Administrator will deploy solutions to commercial customers that drive the following focus areas:

### A. Electrification

1. Measures involving gas fuel-switching to electric heat pumps for HVAC (includes unit conversions for Rooftop units, Split Systems, Mini-Splits, built-up systems) and water heating (includes unit conversions for residential-style up to 80 gallons, and commercial style unit conversions, including split systems, over 80 gallons), and gas fuel-switching to electric for commercial food service equipment (includes but is not limited to unit conversions for induction cooktops and woks, and other efficient electric convection and combi ovens, and fryers).

### B. Energy Efficiency

- 1 Heating Ventilation and Air Conditioning (HVAC)- includes unit replacement (Rooftop Units, Split Systems, Mini-Splits, built-up systems), HVAC controls (VFDs, thermostats, building EMS, etc.), as well as preapproved retro-commissioning measures (economizer repair for example)
- 2 Other Systems – include water heating, refrigeration measures, qualifying kitchen equipment, “custom” calculated measures when authorized by the SMUD program manager.
- 3 Lighting measures are not included in CES Projects and may be included for CES SMUD driven Projects on a case-by-case basis.

### C. EVSE

1. EVSE installation of Level 2 charging handles and Smart Outlets for low power (1.6 kW - <6.6kW) and high power (>6.6kW - 19.2 kW) units per the Commercial EVSE program guidelines.

Additional metrics and goals may be added as the program evolves during the three-year contract cycle. Future review of both BE and EE goals may be needed as SMUD is currently evaluating market potential in compliance with statewide regulatory requirements toward meeting statewide energy efficiency goals and building electrification goals in conjunction with implementation of the 2030 Zero Carbon Plan. In addition, the CES program will likely provide support to grant



funded projects such that additional goals and metrics may be added to annual targets. The table below shows current program goals.

Year	All-electric Equivalent Homes (AEH) Goal*	Energy Savings (GWh)
2028	275 AEH	2.0 GWh
2029	300 AEH	2.0 GWh
2030	325 AEH	2.5 GWh

\*One (1) All-electric Equivalent Home is equal to 381 avoided therms of natural gas.

Cost effectiveness: The Program Administrator will manage and distribute a program budget for the three-year contract period, with the option to extend for two, one-year periods, at SMUD's discretion. The Budget will be provided annually by the SMUD contract manager and the Program Administrator will be expected to manage all program work effectively toward that budget. The cost effectiveness of the CES Program will be monitored and will be expected to improve over the duration of the contract such that both energy efficiency and electrification projects become more cost-effective for our customers as well as for SMUD. For the CES program, energy efficiency is to be within a range of \$0.20/kWh- \$0.30/kWh. For building electrification across various programs, SMUD realizes a cost effectiveness within a range of \$2,500/AEH- \$17,500/AEH. Cost effectiveness includes performance payments and program administration fees, as well as customer incentives.

#### D. Other Restrictions and Exclusions

1. Customer will pay a minimum of 10% of the project cost (except when participating in SMUD's Community Impact Plan and/or co-leveraging other external federal/state funds such as the Low Carbon Fuel Standard (LCFS) equity funds)
2. No individual incentive will exceed \$50,000 without SMUD's pre-approval
3. Certain customer segments may be ineligible for CES, and will require PM Approval:
  - Hospitals
  - Enterprise (stand-alone) Data Centers
  - Community Colleges, California State University California
  - City, County and State agencies

#### 5. Other Program Goals

- Local jobs: The program will promote local expertise, build local jobs, and retain local businesses.
- Customer Satisfaction: Program Administrator will meet customer satisfaction targets that will be mutually agreed upon by SMUD and Program Administrator. Customer satisfaction will be independently evaluated by SMUD.

## 2.9. AVAILABLE MEASURES

The selected Program Administrator should be well-versed in the program measures available and the associated energy savings claims, which will be based on methods outlined in the California Municipal Utilities Association (CMUA) Technical Reference Manual. The Program Administrator is encouraged to propose additional measures, pending SMUD's approval of the energy savings methodology.

The comprehensive design of the CES program supports the evaluation of all potential measures at a project site. The Program Administrator's energy assessors are expected to pursue all non-residential "unit energy savings," "custom," and "semi-custom" measures as described in the CMUA Technical Reference Manual (TRM). SMUD encourages contractors to employ additional calculations beyond those specified in the TRM; however, any non-TRM tools or calculations must be approved by SMUD prior to implementation.

## 2.10. PARTICIPANT RECRUITMENT

All program participants must receive electricity from SMUD on a commercial rate. Applicable tariffs include CI-TOD1 (CITS-0, CITS-1),

Peak Billing kW	Commercial Accounts	Annual kWh	kWh/Account
CITS-0	57,157	687,175,263	12,023
<u>CITS-1</u>	7,735	1,676,505,999	216,743

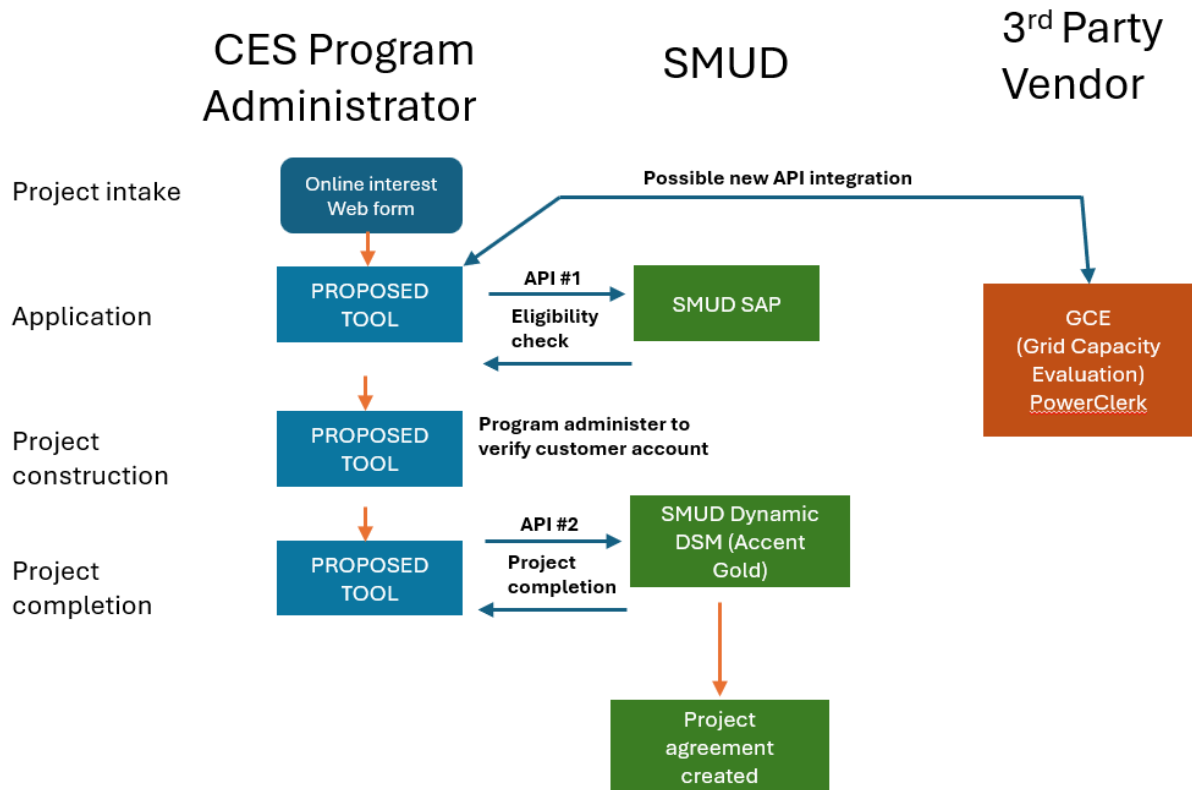
Program Administrator should focus on supporting direct commercial customer engagement as the main focus of the program for recruitment and marketing efforts. Recruitment at an industry midstream level is considered out of scope of the program.

## 2.11. SOFTWARE SOLUTION FUNCTIONALITY

The Program Administrator will provide a SaaS application platform to automate program workflows, provide customer eligibility, data validation and exchanges, perform error checking, manage trade ally project submittals, and handle all program tracking and reporting. The software will provide **trade allies, customers, and SMUD staff role-based visibility into program and project details and allow customers to find qualified trade allies that support a variety of SMUD programs.**

### Proposed Project Workflow

The Proposed Project workflow through the software solution is shown below:



Note: SMUD commercial programs require a grid capacity evaluation (GCE) to receive incentives for electrification and/or adding load to our distribution system. Method of integration or data export from the GCE application tool to be determined. Additionally, final integration will be determined based on proposers SaaS tool selected and best practices.

### User Views

The SaaS platform will include the following user views to support program administration and individual project applications by trade allies or customers:

With the proposed workflow outlined the users that can interface in the workflow should be categorized into the following segments:

- Trade Ally Contractor user view – enables trade allies to submit project quotations and manage work orders, and to have real-time visibility to the project status throughout the entire project lifecycle.
- Customer user view - enables customers to submit a project application, and to have real-time visibility to the project status throughout the entire project lifecycle.
- Administrative user view – enables the Program Administrator and SMUD staff the ability to see all projects submitted and real-time status viewing of progress throughout the project lifecycle.

Specific requirements for each view are outlined below:

### 2.11.1 Trade Ally Contractor View

The software solution shall provide installing trade allies the ability to access work order assignments and manage administrative documents in a specialized view:

1. Only provide installing trade allies access to pertinent information on project scope and limit access to customer information and administrative reporting and functionality.
2. Written and visual directions for trade allies to submit vendor packets for participation in the SMUD Trade Ally Network. To include uploading of the vendor documents packet.
2. Real time status updates via status messaging in the view/SaaS and via an e-mail messaging system.
3. Functionality to review all work order assignments and completions, including associated status, timestamps, user activity, and audit trail information.
4. A mechanism to allow trade allies to submit project information as needed: project proposals, contracts, invoices, product lists, permitting documents, pictures, etc.
5. Access to performance criteria – Service level for submitting documentation, completion of construction, number of work orders completed, etc.
6. The ability to define user access: SMUD staff access to vendor systems is expected to be performed utilizing the vendor's native system. User Account creation will be performed via 3 options: a Trade Ally (preferred), a SMUD Administrator, or a Program Administrator.
7. Trade Ally-facing applications will seamlessly integrate with SMUD's customer web offerings. The 'look and feel' of all customer-facing applications will mirror that of the SMUD web offerings subject to collaboration with SMUD marketing and branding review and approval.
8. Program administrator will support, train, and educate trade allies in the use and engagement of this view.

### 2.11.2 Customer View

The software solution shall provide:

1. The ability for customers to see pertinent information to their project scope including milestones and direct communication they have been sent.
2. Real time status updates via automated status messaging in the software solution, e-mail messaging, and texts
3. The ability for customers to download appropriate project documentation during and after project completion.

4. Customer-facing views will seamlessly integrate with SMUD's customer web offerings. The 'look and feel' of all customer-facing applications will mirror that of the SMUD web offerings subject to collaboration with SMUD marketing and branding review and approval.
5. Provide an easy-to-use method for users to upload, download, save, view, and print one-to-many documents at a time
7. The SaaS solution shall provide the ability to define customer user access: SMUD staff access to vendor systems is expected to be performed utilizing the vendor's native system. User Account creation will be performed via 3 options: a Customer (preferred), a SMUD Administrator, or a Program Administrator.

### 2.11.3 Administrative View

The software solutions shall provide the ability for SMUD staff and program administrator equal access to view project pipelines in real time, manage projects, upload and retrieve documents, view and manage real-time project details, view and execute reporting, and view and manage project alerts. The following features align with SMUD's needs to administer the program effectively:

- 1) Integration with SMUD's technology platforms:
  - a) PowerClerk – Grid Capacity Evaluation portal – If possible, add connection/link in Customer and Trade Ally Contractor Views to start GCE application process and download results of evaluations
  - b) SAP ECC 8.0 and S/4HANA in the near future – via API
  - c) SMUD DDSM (Dynamic DSM by AGS – a Microsoft Dynamics based solution) – via API
- 2) To include file type
  - Images: JPEG, PNG, GIF, BMP, TIFF, HEIC
  - Documents: PDF, DOCX, DOC, XLSX, XLS, PPTX, CSV, TXT
- 3) File types excluded:
  - Compressed files (.zip)
- 4) Provide the SMUD Program Manager with real-time key performance metrics, and allow the SMUD Program Manager to create customized reports (both by vendor and by user) and dashboards
  - a) Leads
  - b) Work Orders (work in progress)
  - c) Completions
  - d) Forecasts (Of all metrics)
  - e) Ad hoc reports
- 5) Metrics reporting may include but not limited to the following:

- a) Community Impact Plan (CIP)
- b) External funding sources
- c) Community Affiliation (Chamber of Commerce, PBID, etc.)
- d) Type of Project (BE, EE, BE & EE, EV, CIP, etc.)
- e) Market Rate
- f) Building Type
- g) Measure
- h) Full Project cost
- i) Full Measure cost
- j) Incentive cost
- k) Customer cost
- l) Savings building electrification: all electric equivalent homes (AEH), KWH-e, Therms displaced, Carbon, etc.
- m) Savings energy efficiency: KWH, KW, GW, MW, added KWH
- n) # of Projects by Local Area permitting jurisdiction (possible multiple Authorities Having Jurisdiction "AHJ" per project.)
- o) Projects by SMUD ward area
- p) Projects by City
- q) Projects by Date (started, completed)
- r) # of projects monthly, quarterly, annually
- s) # of measures
- t) # of units by measure (RTUs, EV handles, etc.)
- u) # of customers
- v) # of trade allies
- w) # of trade ally work orders
- x) # of trade ally bids
- y) Square footage
- z) Store all project and trade ally data (note that project data will include pricing for materials and labor) via data fields and document uploads
- aa) Assign and manage work orders
- bb) The SaaS shall provide functionality, such as project scoping and work order assignment, to support a multiple bid process

#### 2.11.4 Other technology Requirements

Requirements include but are not limited to:

- 1) The SaaS should provide functionality to capture trade ally estimates associated with work order assignments. This functionality can reside in both the Administrative and Trade Ally Contractor views.
- 2) Perform customer eligibility screening and data validation, customer, program, and premise eligibility, and error checking for project applications. (Please refer to section 2.11.9 in reference to API data transfers)
- 3) Analyze project data and trade ally performance to determine trends, problems, and opportunities related to project cost, savings, and duration.

- 4) Program administrator expected to report analysis quarterly to present to SMUD administrative staff.
- 5) Trade ally performance may need to be evaluated ad hoc to mitigate customer escalation including trade ally remediation processes.
- 6) Program administrators may need to make training and educational efforts to address trade ally performance in alignment with SMUD's processes and procedures for program participation as needed.
- 7) The SaaS solution should provide an action log to track, view, and report on all notifications and alerts sent to the customer regardless of the mechanism utilized, for example, but not limited to: sent, received, opened, bounced back, clicked through with referring application and actions taken, answered, left message etc., and channel utilized
- 8) Program Administrator will provide a mechanism for digital signatures that are required by customers and trade allies
- 9) Program Administrator will provide a mechanism for secure data transfer of Customer PII, both via secure e-mail protocols and a secure file transfer program.
- 10) The SaaS solution should allow SMUD and vendor administrators access to "change log" to view user modified fields to support quality assurance and solution functionality.
- 11) The SaaS solution shall provide the ability to define administrative user access: SMUD staff access to vendor systems is expected to be performed utilizing the vendor's native system. User Account creation will be performed via two options: a SMUD Administrator and Program Administrator.
- 12) Ability to place content on hold so it is not deleted and can be produced in the course of a legal action.
- 13) Ability to systemically delete content based on a reoccurring basis per business classification, based on our retention schedule. Also, if meets NIST for digital shredding.
- 14) Ability to lock down permissions, as needed, so only the right people can make changes vs. read content. Also, the ability to lock down admin permissions so only the right people can place/remove legal holds, apply retention, etc.
- 15) Ability to manage the lifecycle of content.
- 16) The ability to report on who made changes to content (auditing) and when, as well as other actions.
- 17) Also the ability to report on content that will be up for destruction, based on "Retention & Disposition" requirements above and reports for what was deleted based on this process.

### 2.11.5 Field Assessment Tool

The Program Administrator shall implement an on-site assessment/proposal software tool to allow field staff to produce an initial site survey of existing equipment and available incentives. Specific requirements include:

- A. Standardized approach for assessing commercial facilities starting at the SMUD meter and documenting every piece of equipment's energy source. Including the capturing of equipment photos to be utilized in reports.
- B. Generates customer-facing documentation provided on site for digital leave behind with estimated incentive levels for qualifying pieces of equipment.
- C. Solution would feed into vendor managed solution to prepare a formal proposal with estimated cost savings, project costs, and incentives.

### 2.11.6 Geographic Mapping Integration

The Program Administrator shall implement a geographic map via a geographic information system or custom Google map within the SaaS solution to visually display all program activities and allow data to be exported into an Excel format.

- Program Activities
  - Leads: Projects currently in "lead" status (prospective or under development)
  - In Construction: Projects with measures currently in "Work Order Assignment" or "Installation in Progress" status (trade ally is being assigned or has started work)
  - Completed: Projects in "Project Complete" status
- Mapping Requirements
  - Filter by program activities
    - Display Leads, In Construction, and Completed project activities separately or combined
    - Optional date range: Ability to view projects based on date ranges for Completed projects (e.g., last 30 days, fiscal year, Custom)
  - Selectable data points
    - Ability to select data points for individual program activities to view site-specific details (status, address, project type, completion date, measures, etc.)
  - Legend with color coded data points
  - Exporting data points in an Excel format
  - Should show real-time updates made in project records

### 2.11.7 General Functionality

1. Log acknowledgements with notifications that provide reporting to SMUD in the event non-guest sign-on, batch and real-time data transmission, or processing errors occur and provide real-time resolution of data exchanges
2. Ability to export full project data and attachments captured, gathered, saved, and developed during the contract period to SMUD and/or a third party at the end of the proposed contract through secure file sharing using Kite works.



3. Solution enhancement upgrades, including application, database, user, and process flow upgrades capable by program administrative team. Down time related to 3<sup>rd</sup> party vendor support to be avoided.
4. User access:
  - D. Non-guest sign-in must be performed natively within Program Administrator's application
  - E. The SaaS solution must provide a mechanism for storing and authenticating returning customers to their application
  - F. The SaaS solution will provide an automated password recovery and maintenance solution native to the system for all users

### **2.11.8 Operational Communication Support Plan (OCSF)**

1. Program Administrator will provide an Operational Communication Support Plan commensurate with processes, services, and technology solutions outlined in the scope to support all communications methods, processes, and interactions in collaboration with SMUD, for example, but not limited to:
  - Outline the process and communication plan for all updates to web-based applications
  - Outline the maintenance / support process and communication plan (to include, but not limited to, tracking support issues, points of contact, contact information, telephone support for SMUD staff available 8am to 5pm PST weekdays, and escalation process)
  - Detail integration and data exchanges between SMUD and Program Administrator
  - Outline interactions, timelines, and escalation for all Program processes
  - Outline any differences related to on-going and go-live support

### **2.11.9 Middleware Data Integration**

- A. Program Administrator will work with SMUD IT to align its current integration strategy using RESTful web service APIs for communication between all external third-party service providers and SMUD backend systems. The CES SaaS solution will be required to interface with SMUD via our restful APIs to send and receive data via JSON payloads to and from SMUD's backend systems. SMUD will provide API documentation and access so that the CES SaaS solution can establish connections and make successful calls. The integration solution must encrypt and safeguard designated SMUD confidential data while in transit end-to-end (between SMUD and vendor networks).
- B. The SaaS solution shall provide API-based integration capabilities to send and receive customer and program information for the purposes of customer and data validation, customer, program and premise eligibility, and the automatic creation and modification of data in SMUD's Dynamic DSM and a third party owned PowerClerk systems on an on-demand and batched frequency. The solution shall support both call functionality to

external systems for data verification and validation and push functionality to external APIs or systems upon form submission. At a minimum, the solution shall:

- A. Support RESTful API standards
- B. Provide API security controls, including IP whitelisting, header-based API key authentication, and basic authentication using username and password
- C. Support credential expiration and renewal processes for API keys and basic authentication credentials, and describe the associated support process
- D. Provide customizable data mapping
- E. Provide error handling and logging
- F. Include a configuration interface
- G. Timing and frequency of API's as needed

## 2.12. SCOPE OF WORK

The following Scope of Work is to be used as a general guide and is not intended to be a complete list of all work necessary to complete the project. The following are work tasks assumed necessary to meeting the goals of the Complete Energy Solutions program. All days listed below are based upon the award date.

### **Task A. Program Planning and Setup**

#### **A.1 Program Initiation Meeting**

The Program Administrator's Project Manager, along with designated representatives, shall attend a program initiation meeting at SMUD Sacramento offices. This meeting will address technical and contractual details and formally launch the contract engagement.

- **Objectives of the Program Initiation Meeting**
  - Establish shared understanding of contract scope, schedule, and deliverables
  - Confirm responsibilities and communication channels for all stakeholders
  - Address outstanding questions regarding methodology or project approach
  - Begin transition planning from the current CES program to the new CES program
- **Pre-Meeting Preparation**
  - Program Administrator to draft and distribute a detailed agenda at least **one (1) week prior to the meeting**
  - Agenda should include:
    - Introductions and roles
    - Review of project schedule and deliverables for all tasks
    - Discussion of high-level requirements for each aspect of the contract
    - Identification of any open questions or assumptions about the project methodology

- Overview of transition planning strategy from current to new CES program
  - Assignment of team roles and designation of primary points of contact for SMUD and Program Administrator
- **Conducting the Program Initiation Meeting**
    - Led by Program Administrator's Project Manager
  - **Post-Meeting Follow Up**
    - Distribute draft meeting notes to all attendees within **one (1) week after the meeting** for review and acceptance

<b>Deliverables for Task A: Program Planning and Setup</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
A-1 Contract Kickoff: Draft and final agenda	Kickoff meeting to establish project scope, roles, responsibilities, and initial planning alignment with SMUD stakeholders.	14 days	21 days
A-2 Contract Kickoff: Draft and final meeting notes	Prepared agendas outlining topics, objectives, and discussion points for the initiation meeting, shared in advance for review.	Within 5 days from Contract Kickoff meeting	7 days from Contract Kickoff meeting
A-3 Draft and final Transition Plan	Documentation of meeting discussions, decisions, and action items, provided shortly after the meeting to ensure alignment and follow-up.	14 days from Contract Kickoff meeting	21 days from Contract Kickoff meeting
A.4 Draft and final Transition Plan	A plan detailing the process for transitioning project activities into implementation, including timelines, responsibilities, and key milestones.	14 days from Contract Kickoff meeting	21 days from Contract Kickoff meeting

\*Due dates are subject to contract award and signed by both parties

## **Task B. Program Development**

### **B.1 Project Management Plan**

Program Administrator shall, in collaboration with SMUD, develop, maintain, and update a comprehensive Project Management Plan. This plan will include both programmatic and software-related activities and be mutually agreed upon before program activities start.

#### **Required Components:**

The Project Plan must cover, at a minimum:

- Project Management Approach
- Scope Management

- Requirements Management
- Schedule Management
- Financial Management
- Resource Management
- Communication Management
- Project / Scope Change Management
- Risk Management
- Test Management
- Training Management
- Support Management
- Project Closeout

## **B.2 Implementation Plan**

The Program Administrator must produce a comprehensive Implementation Plan, addressing program design, workflows, process mapping, and operational standards/procedures, ensuring SMUD involvement in all phases.

### **Required Implementation Plan elements:**

- **Program Design and Process Mapping**
  - Develop end-to-end program workflows and process maps
  - Define standards and protocols for consistent implementation
- **Core Program Documents and Procedures**
  - Customer contact / site access authorization form
  - Electrical consumption data release form
  - Energy assessment methodology and documentation
  - Energy analysis protocols
  - Electrification strategy
  - "As-built" energy equipment assessment and forecast for impact of proposed equipment
  - Infrastructure assessment
  - Customer assessment and survey reporting
  - Construction management protocols
  - Project safety plan
  - Recycling and equipment disposal procedures
  - Project permitting monitoring plan
  - Incentive payment processing
  - Customer service and complaint resolution process
  - Project verification method
  - Project documentation strategy and plan
  - Program reporting standards
  - Fraud detection and prevention procedures, including Conflict of Interest monitoring
  - Integration of SMUD multi-measure projects (energy efficiency, electrification, EVSE installation) across programs
  - Project integration with SMUD Strategic Account Advisor team

- Customer Service Plan with Service Level Agreements (SLAs)
- Communication and Coordination Plan with SMUD Strategic Account Advisor team to ensure a unified utility program and service delivery model

- **Document Submission Standards**

- All documents, plans, and tools developed must be submitted to SMUD in an editable, modifiable format (e.g., MS Word, Excel, Visio) for review, feedback, and final acceptance.

<b>Deliverables for Task B: Program Development</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
B-1 Project Management Plan	Comprehensive Project Plan developed with SMUD input. Incorporates: Project Management Approach, Scope, Requirements, Schedule, Financial, Resource, Communication, Scope Change, Risk, Test, Training, Support Management, and Closeout.	30 days	60 days
B-2 Program Implementation Plan (Policies and Procedures Manual)	Detailed manual covering program design, workflows, process maps, required forms (e.g., customer authorization, data release), energy assessment/analysis, electrification strategy, infrastructure assessment, participant/customer reports, construction & project management, safety, recycling, permitting, incentive payment, service/complaint resolution, verification, documentation, reporting, fraud/conflict monitoring, integration across energy programs, integration with SMUD Strategic Account Advisor team, service and communication plans.	30 days	60 days
B-3 Participant Handbook	Handbook for program participants including participation steps, policies, procedures, contacts, and resources.	90 days	120 days
B-4 Trade Ally Handbook	Handbook for trade allies (e.g. contractors/partners) outlining program roles, guidelines, processes, SLAs, reporting requirements, and contacts.	90 days	120 days

\*Due dates are subject to contract award and signed by both parties

**Task C. Establishment of Preferential program pricing****Overview and Objectives**

The Program Administrator will be responsible for negotiating and securing preferential pricing from reputable distributors and manufacturers for key equipment (e.g., heat pump water heaters, heat pump HVAC systems, EVSE) to reduce program costs and accelerate market adoption of energy-efficient technologies. The Program Administrator will establish a transparent process for supplier solicitation, evaluation, negotiation, and relationship management.

**Scope of Work****C.1 Administrator-Led RFP Process**

- **Development and Distribution of RFP**
  - Draft comprehensive RFP documents outlining technical, pricing, quality, and service requirements for suppliers.
  - Specify need for per-project competitive bidding to provide commercial customers with at least three bids.
- **Supplier Identification & Invitation**
  - Research and shortlist qualified local supply houses and distributors based on reliability and industry reputation.
  - Issue invitations to participate in the RFP process.
- **Proposal Evaluation**
  - Develop an evaluation framework addressing:
    - Pricing structure
    - Product range and quality
    - Delivery and warehousing options
    - After-sales support
    - Score and shortlist supplier proposals
- **Negotiations**
  - Engage shortlisted suppliers to negotiate preferential pricing, value-added terms, volume discounts, and performance guarantees

**C.2 Establishment of Preferential Pricing**

- **Product Selection**
  - Finalize list of eligible equipment prioritizing energy-efficient technologies, along with potential discounts, including:
    - HVAC
    - Rooftop units

- Built out systems
  - Water heaters
  - Commercial style
  - Distributor warehousing discounts
  - EVSE
  - EVSE Smart Outlets
  - Level 2 corded units with preferred platforms
- **Pricing Agreements**
    - Execute agreements with selected suppliers, documenting negotiated prices, terms, and service-level expectations.
  - **Contract Management**
    - Develop contracts incorporating compliance, pricing schedules, and supplier performance metrics.
    - Implement a review and renewal process for agreements.

### C.3 Trade Ally Engagement

- **Communication Strategy**
  - Create and deploy a communication plan to notify trade allies of the new preferential pricing program, including benefit highlights, program details, and access procedures.
- **Training and Support**
  - Conduct workshops/webinars and provide resources to help trade allies understand and utilize preferential pricing.
- **Monitoring and Reporting**
  - Track trade ally engagement and pricing utilization.
  - Compile and distribute regular reports on cost savings, equipment adoption rates, and trade ally participation.

Deliverables for Task C: Establishment of Preferential Program Pricing			
	Description	Draft Due Date	Final Due Date
C.1 RFP Process Report	Comprehensive report detailing RFP process approach, timeline, supplier evaluations, selection criteria, and rationale.	30 days	90 days

C.2 Signed Agreements	Copies of executed agreements with supply houses/distributors outlining preferential pricing terms, conditions, and SLAs.	30 days	90 days
C.3.1 Communication Plan	Detailed plan for informing trade allies about preferential pricing program, including benefit highlights, timelines, and channels.	60 days	120 days
C.3.2 Utilization Reports	Regular updates on preferential pricing program utilization by trade allies, including metrics on cost savings, adoption rates, and participation.	90 days	ongoing

\*Due dates are subject to contract award and signed by both parties

### **Task D. Quality Assurance Plan**

#### **Overview and Objectives**

The Program Administrator shall develop Quality Assurance (QA) and Quality Control (QC) protocols to ensure professionalism, compliance, and high standards for all program activities and among both internal staff and trade allies. The Program Administrator shall proactively monitor and improve customer satisfaction and program integrity.

#### **Scope of Work**

##### **D.1 QA/QC Protocols**

- **Areas Covered:**
  - Professionalism in marketing and sales
  - Project design and specification accuracy
  - Construction and installation quality
  - Product performance and warranty management
- **Protocol Development:**
  - Define QA requirements for staff and trade allies.
  - Create step-by-step QC checklists for each project phase.
  - Document escalation procedures for quality or compliance issues.

##### **D.2 Customer and Trade Ally Survey Design**

- **Survey Development:**
  - Design comprehensive surveys for both customers and trade allies.
  - Surveys to cover satisfaction, perceived quality, and suggestions for improvement.
- **Integration:**
  - Integrate surveys into the project tracking platform for seamless data collection and reporting.



### D.3 Public Trust and Compliance Management

- **Violation Handling:**
  - Collaborate with SMUD Trade Ally Network to define processes addressing:
    - Misrepresentation of quantity, model, type, or age of equipment
    - Use of fraudulent data sheets
    - Unapproved scope changes
    - Inaccurate reporting of transformer capacity
    - Permit compliance failures
    - Improper installation practices (e.g., leaving fixtures/equipment for customer to install)
    - Conflict of interest situations
- **Remediation Protocols:**
  - Differentiate between deliberate and unintentional violations.
  - Outline corrective actions—including possible monetary corrections.
  - Document procedures for investigation, resolution, and follow-up.

<b>Deliverables for Task D: Quality Assurance Plan</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
D.1 Quality Assurance Plan	QA/QC protocol framework for review and implementation	30 days	60 days
D.2 Survey Software Integration	Surveys integrated into project tracking system		75 days

\*Due dates are subject to contract award and signed by both parties

### **Task E. CES Customer Projects: Ongoing Project Management (Project Initiation, Proposal, Oversight & Closeout)**

#### **Overview and Objectives**

The Program Administrator shall facilitate streamlined project initiation, assessment, proposal, acceptance, oversight, and closeout for each CES customer project. In addition, the Program Administrator shall ensure all documentation, tools, and stakeholder communication meet SMUD's standards for transparency, accuracy, and accessibility.

#### **Scope of Work**

##### **E.1 Access Authorization**

- **Develop Access Authorization Form:**
  - Secure signed customer authorization before site walk-through.
  - Include appropriate terms/conditions and data privacy provisions.

## E.2 Energy Assessment

- **Site Information Collection (*using electronic field assessment tool*):**
  - Type of business (i.e. grocery, retail, lodging), address, zip code, square footage, ownership status, contact information (name, title, phone number, email address, secondary contact), language needs, utility account details, hours of operation, etc.
- **Onsite Assessment:**
  - Analyze energy efficiency and electrification opportunities (building & vehicle).
    - Used to develop a comprehensive tiered incentive package, leveraging low-cost/no-cost measures against those with a longer payback.
  - Identify operational changes to reduce peak demand and energy use.
  - SMUD representative to accompany initial assessments for one of the first three scheduled assessments (and other subsequent visits) for QA/monitoring.
- **Digital Tool:**
  - Use and integrate selected digital field assessment tool with project tracking/data platform.

## E.3 Customer Proposal

- **Report & Value Proposal for Retrofits:**
  - List recommended retrofits with a focus on an electrification strategy.
  - Conduct and document HVAC inspections (including economizer functionality).
  - Identify additional opportunities (e.g. other SMUD programs and EVSE).
  - Itemize project costs and incentives (identify gross costs, net minus incentives, and incentive value), energy/bill savings (natural gas/petroleum included), simple payback/ROI, financing options.
  - Recommend suitable trade allies for installation.
  - Include grid capacity evaluation results (as applicable on BE and EVSE measures).
  - Incorporate existing site photos of qualifying measures (HVAC equipment, water heating equipment, thermostats, etc.).
  - The CES incentive listed on the proposal is valid for 12 months at the discretion of SMUD's program manager (subject to SMUD incentive program and equipment availability).
    - Customer Signed proposals are valid for an additional 12 months from the date upon which the commercial customer has signed the proposal.
    - Commercial customer can request for incentive payment and project close out after 12 months at the discretion of the SMUD program manager.

## E.4 Customer Acceptance

- **Acceptance Document:**
  - Secure customer signature confirming agreement to proceed.

- Specify terms/conditions, schedule, and requirements for final sign-off.

## E.5 Oversight During Implementation

- **SMUD Monitoring:**

- Provide for SMUD rep accompaniment as requested on site visits and assessments.
- Share status updates, inspection findings, and permitting fulfillment.

## E.6 Project Closeout

- **Completion & Satisfaction Survey:**

- Customer signs project completion acknowledgement form.
- Brief satisfaction survey integrated; includes SMUD program manager contact for concerns.
- Summarize inspection findings and permitting fulfillment.
- Results sent to SMUD CES program manager.

## E.7 Document Management

- **Storage & Access:**

- Store all forms (authorizations, proposals, acceptances, completion forms) in .pdf format.
- Store all inspection photos in .jpeg or .png format.
- Guarantee easy retrieval, view, print, and save access for SMUD staff.

<b>Deliverables for Task E: Project Initiation, Proposal, Oversight, and Closeout</b>			
	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
E.1 Access Authorization Form	Editable template, privacy-compliant	30 days	60 days
E.2 Electronic Field Assessment Tool Licensing and Integration	Digital assessment tool in project tracking platform		45 days
E.3 Customer Proposal Form	Editable template covering all required sections	30 days	60 days
E.4 Customer Acceptance / Terms & Conditions	Editable template covering all required sections	30 days	60 days
E.6 Project Completion Acknowledgement Form	Editable template covering all required sections	30 days	60 days
E.6 Customer Survey	Editable template covering all required sections	30 days	60 days
E.7 Stored Documentation Access	System for SMUD staff access to project documentation		Ongoing

\*Due dates are subject to contract award and signed by both parties

## **Task F. Program Marketing**

### **Overview and Objectives**

The Program Administrator shall develop and implement a comprehensive marketing strategy to drive customer awareness, engagement, and participation across all relevant market segments. In addition, the Program Administrator shall leverage existing outreach activities and SMUD resources for maximum impact and program alignment.

### **Scope of Work**

#### **F.1 Marketing Plan Development**

- **Market Segmentation:**
  - Identify target customer segments (e.g. business types, locations, demographics).
- **Outreach Approaches:**
  - In-person community walks in business districts
  - Collaboration with business improvement districts, business associations, and SMUD/local government partners
  - Telephone, email, web, digital, and letter campaigns
- **Integration and Support:**
  - Incorporate existing SMUD and partner outreach efforts
  - Coordinate with SMUD's Economic Development and Strategic Account Advisor teams during customer relationship building
  - Include list of SMUD's Strategic Account Advisor contacts (provided by SMUD program manager) for strategic commercial engagement
- **Customer Recognition:**
  - Develop a strategy to recognize participating businesses
  - Create case studies to highlight successful projects

#### **F.2 Marketing Materials Development**

- **Content Creation:**
  - Produce content for e-mails, letters, brochures, posters, website, presentations, and press releases

- **Branding & Approval:**

- Ensure all materials are SMUD-branded and approved by SMUD Marketing and program staff
- Coordinate development with SMUD Marketing for quality and brand consistency

- **Cultural & Linguistic Appropriateness:**

- Adapt materials for linguistic and cultural suitability for each audience

### F.3 Outreach Implementation

- **Program Launch:**

- Deploy approved marketing plan and materials
- Execute outreach through identified channels and partnerships

- **Customer Communication:**

- Deliver a customer welcome kit to new participants
- Maintain consistent follow-up and communication to guide customers through participation

### F.4 Tracking and Reporting

- **Participation Metrics:**

- Track monthly customer enrollments attributed to marketing efforts
- Adjust marketing tactics based on participation data

- **Ongoing Case Study Development:**

- Develop and distribute case studies highlighting diverse success stories throughout the contract period

<b>Deliverables for Task F: Program Marketing</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
F.1 Program Marketing Plan	Written plan addressing segmentation, strategies, and metrics	30 days	60 days
F.2 Marketing Materials	Content for all identified channels (language appropriate)	30 days	60 days
F.3 Welcome Kit	Editable template covering all program details for customer review upon application	30 days	60 days
F.4 Additional SMUD Branded Collateral/Case Studies	Ongoing production of outreach content and case studies		Ongoing

F.4 Monthly Customer Participation Report	Number of new customers enrolled via marketing		Monthly
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\*Due dates are subject to contract award and signed by both parties

### **Task G. Support for other SMUD Programs**

#### **Overview and Objectives**

The Program Administrator shall leverage field Energy Advisors as the primary interface for small and mid-sized business (SMB) engagement. The Program Administrator shall ensure field Energy Advisors possess comprehensive, up-to-date knowledge of all commercial SMUD programs:

- If the project includes building electrification and EVSE: Deliver integrated support for SMUD's Commercial EVSE programs and offer incentives, application assistance, and full project management oversight. EVSE measures will be supported through the CES program if grouped with electrification measures on all CES projects.
- Refer projects to SMUD's Multifamily Retrofit, Custom Retrofit, and Commercial EV programs when appropriate (complex systems, EVSE- only projects, boiler replacements, hydronic systems, Central plants, large and industrial commercial customers with over 100 KW demand).

#### **Scope of Work**

##### **G.1 Field Energy Advisor Program Integration**

- **Advisor Training & Knowledge**
  - Ensure Field Energy Advisors are trained on all SMUD commercial offerings.
  - Provide regular program updates to advisors and maintain a resource knowledge base.
- **Comprehensive Assessment Delivery**
  - Offer holistic assessments as part of CES, including the identification and feasibility of EVSE opportunities.
  - Serve as a primary conduit for SMBs to access SMUD's diverse programs.

##### **G.2 Commercial EVSE Program Administration**

- **Incentive Support & Application Processing**
  - Guide SMB customers through all necessary incentive and application processes for commercial EVSE programs.
  - Coordinate with SMUD to ensure all required documentation and eligibility is verified and submitted.
- **Project Management & Trade Ally Contractor Liaison**
  - Oversee project lifecycle for all approved EVSE installations:

- Pre-site survey coordination
- Design and planning support
- Facilitation of on-site stakeholder and pre-construction meetings
- Oversight of installation by customer-selected or SMUD trade allies
- Arrangement and confirmation of post-installation inspections
- Documentation for project closeout, including executive summaries

### **G.3 Support for Commercial EVSE Grant Deliverables**

- **Application Workflows**

- Develop and document application workflow processes in collaboration with SMUD for all relevant EVSE programs.
- Ensure processes are efficient, customer-friendly, and align with grant/funding requirements.

- **External Funding Support**

- Support SMB customers in completing applications for external funding and interconnection (where applicable).
- Comply with all grant requirements and reporting as required.

- **Customer Pipeline & Incentive Eligibility**

- Identify and maintain a pipeline of potential customers, segmenting by equity and non-equity incentive eligibility.
- Develop outreach strategies to increase equity-focused participation.

### **G.4 Commercial EVSE Performance and Reporting**

- **Annual Installation Goals**

- Meet or exceed annual EVSE installation and incentive distribution targets as set by SMUD.

- **Progress Tracking**

- Provide timely progress and performance reports to SMUD, including pipeline status, completed installations, grant support activities, and customer satisfaction metrics.

### **G.5 Referrals to SMUD's Programs**

- **Referral Process:**

- During CES program assessments, Field Energy Advisors will:
  - Identify qualifying customers with large or complex energy needs.
  - Screen for peak demand and system complexity (e.g., industrial processes, multi-stage HVAC, boilers).

- Recommend and directly refer these customers to the SMUD applicable program manager for advanced solutions and incentives.
- Provide all referral information and documentation collected to be passed along digitally to the appropriate SMUD program contact.

- **Reporting on Referrals:**

- Include referral activity and outcomes in quarterly and annual reporting—quantifying number, type, and status of program referrals.

<b>Deliverables for Task G: Support Other SMUD Programs</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
G.2 EVSE Application Workflow Processes	Defined, documented workflows for all commercial EVSE programs		45 days
G.3 Commercial EVSE Grant Deliverable Support	Evidence of support in pre-site survey, design, kickoff, applications, inspections, closeout		As needed, per project
G.3 Customer Pipeline Reports	Ongoing list and analysis of potential equity/non-equity customers		Ongoing
G.4 Annual/Monthly Performance and Metrics Reports	Reports on installations, incentive support, pipeline, and equity participation metrics for Commercial EVSE projects		Annually and Monthly
G.5 Annual/Monthly Performance and Metrics Reports	Reports on referrals to SMUD's Custom Retrofit Program		Annually and Monthly

\*Due dates are subject to contract award and signed by both parties

## **Task H. Financing**

### **H.1 Financing Process**

Program Administrator may be required to partner with a financing company to present customers with financing options for projects through the CES program. The selection of a financing partner or potential financing program will be in coordination with SMUD and discussed during the initial project kickoff.

<b>Deliverables for Task H: Financing</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
H.1 Financing Process	Detailed process for delivering financing options to CES customers	60 days	90 days



H.1 Customer Proposals with Embedded Financing Options	All customer proposals contain clear, consistent financing options		Ongoing after process finalized
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\*Due dates are subject to contract award and signed by both parties

## **Task I. Reporting**

### **Overview and Objectives**

The Program Administrator shall provide timely, accurate, and comprehensive reporting for all CES program activities, measures, and financials to support transparency, compliance, and decision-making. In addition, the Program Administrator shall provide SMUD with regular access to both operational and financial documentation, as well as project and program progress metrics.

### **Scope of Work**

#### **I.1 Invoicing Requirements**

- **Program Implementor Invoice:**
  - Submit monthly invoices including the following backup attachments:
    - Detailed breakdown of incentives paid (by customer and measure)
    - Detailed breakdown of performance payments (by project and payment type)
    - Project completion acknowledgements for each project
    - Trade ally incentive invoices
    - Direct charges incurred
    - Program budget status and updates
    - Goal statuses and updates
- **Trade Ally Invoice:**
  - Submit trade ally invoices for grant funding projects and SMUD driven projects including the following backup attachments:
    - Single invoice that itemizes project scope, Incentives applicable
    - Cover sheet showing the full cost of the measure, and the cost breakdown between incentives, grant funds, and SMUD additional funds for each measure

#### **I.2 Routine Reporting**

- **Weekly Reports:**
  - Submit or upload to DSM a weekly status report for SMUD Program Manager, including:
    - Customer communication logs (phone, email, in-person) and outcomes

- Pipeline details: anticipated project measures, incentive types (equity/non-equity), cost estimates
  - Log of declined assessment requests and rejected proposals (with reasons)
  - Status and summary of completed projects, including measure mix and savings
  - All weekly project data must roll up to the monthly report
- **Monthly Reports:**
  - Submit monthly email report to the SMUD Program Manager and Accounting (with invoice), including:
    - Service Level Performance vs. targets, issues, remediation/prevention actions
    - CES Program metrics (completed projects, current pipeline projects, identified measures, participation)
    - Each participating customer's status (assessment denied, assessment received, proposal received, project accepted, project completed, financing solutions, using agreed status definitions)
    - Measures/programs implemented (quantities, lifetime estimates, natural gas displaced, EVSE, kW/kWh and incentive values)
    - Comparison of CES program progress to forecasted schedule
    - Notification to SMUD for each completed project
    - Trade Ally Bid outcomes
- **Quarterly Reports:**
  - Deliver in-person quarterly status report at SMUD's customer service center (within 30 days of quarter end) to the Program Manager, including:
    - CES Program progress vs. forecast/schedule
    - Marketing activities and outcomes
    - Program budget status and financials
    - Programmatic issues and resolutions
    - Customer survey feedback and concerns
    - Tables of measures installed and customers participating, including associated energy/incentive metrics (kW, kWh, therms, incentives)
    - Adaptation to any evolving reporting requirements as set by SMUD
- Reporting requirements will be set by SMUD and are subject to change over the course of program implementation.

### **I.3 Documentation, Platform Access, and Timeliness**

- Make all essential customer forms and project documentation available within the project tracking system to SMUD staff within five business days of receipt; including:
  - Customer proposals (uploaded at time of customer receipt)
  - Completed customer forms and project documentation
  - Completed CES proposal tool Excel workbooks/software tool extracts
  - Pre- and post-installation photos for each measure (5 business days after proposal acceptance or QA/QC inspection)

- Manufacturer's equipment specification sheets (received at work order acceptance)
- Trade ally work order invoice (5 business days after receipt)
- Customer W-9 (for incentive recipients or grant-funded customers; upload within 5 business days of receipt)
- Notification of Project Completion Acknowledgement and Satisfaction Survey (within 5 business days of receipt/completion)

<b>Deliverables for Task I: Reporting</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
I.1 Reporting Template	Standard template to be used for reporting purposes, layout determined in coordination with SMUD	60 days	90 days
I.1 Trade Ally Invoice Cover Sheet	To be submitted with trade ally invoice for grant funded projects and SMUD driven projects outlining total costs, incentives, grant funding, and SMUD additional funding cost breakdown for each measure	60 days	Ongoing
I.1 Monthly Invoice	Itemized invoice with all required attachments		Monthly
I.2 Weekly Report	Pipeline, communications, progress		Weekly
I.2 Monthly Report	Operational and performance summary, pipeline/customer statuses		Monthly
I.2 Quarterly Report	Ongoing list and analysis of potential equity/non-equity customers		Quarterly
I.3 Customer Proposals and Documentation Access	Customer proposals, forms, and records uploaded to project platform		Within 5 days of receipt
I.3 CES Proposal Tool Workbook/Extract	Completed proposal tool in Excel format or in an agreed upon extract format from SaaS tool uploaded with each customer proposal		As generated
I.3 Pre-Install Photos	Pre-installation photos for each proposed measure		Within 5 days of proposal acceptance
I.3 Post-Install Photos	Post-installation photos for each completed measure		Within 5 days after inspection
I.3 Manufacturers Specifications	Uploaded for each		Within 5 days after inspection

I.3 Contractor Invoice	Contractor submitted invoice showing the total cost of the measure, and the breakdown of the incentive and customer costs		Within 5 days of receipt
I.3 Project Completion Acknowledgement and Survey	Notification to SMUD that project is completed and survey received		Within 5 days of receipt
I.3 Customer W-9 Uploads	For all incentive recipients, grant funded projects, and SMUD driven projects.		Within 5 days of receipt

\*Due dates are subject to contract award and signed by both parties

### **Task J. Software Solution and Processes**

## **PROGRAM ADMINISTRATOR's Data Management, Software-as-Service Tool (SaaS)**

### **Overview and Objectives**

The Program Administrator shall deploy and maintain a secure, comprehensive, web-based SaaS project tracking/data management system that supports the storage and management of customer data, measures, incentives, project status, timelines, file attachments, and related program information, and meets all program, user, and compliance needs. The system must be SOC 2 Type 2 certified (see also Security and Compliance, J.1.3). The Program Administrator shall maintain the security, privacy, confidentiality, and integrity of SMUD information.

### **J.1 Core Functional Requirements**

#### **J.1.1 System Features and Views**

- Web-based SaaS project tracking system (SOC 2 Type 2 compliant), accessible 24/7/365 except for planned maintenance.
- Minimum 10 SMUD licenses; granular role-based access (edit/view-only).
- **Key modules:**
  - **Customer View:** Status visibility, communication (chat/messaging/email/text), document uploads.
  - **Trade Ally Contractor View:** Project initiation/management, document uploads, project tracking, notifications, financials.
  - **Admin View:** Project and workflow initiation and management, reporting, document management (including uploads and downloads), notifications, review project details, program dashboard.
  - **Operational Dashboards/Reporting:** User-customizable reports and tracking for projects, goals, and key metrics.
  - **Trade Ally Directory:** Searchable, including filters for certifications (e.g., licensing, prevailing wage, Build America, Buy America compliance).

- **Reporting/Dashboards:** Pre-built and user-customizable reports and dashboards to track program-level and project-level data (goals, budget, etc. outlined in section 2.8).
- **Geographic Mapping:** Visual project map by phase/date/status, including searchable boundaries.
- **Trade Ally Management:** Directory/searchable list of participating trade allies, including filters for certifications and projects completed. Should be accessible by Program Administrator and SMUD.

### J.1.2 Automation and Integration

- Automated workflows (eligibility, validation, data entry, error checking).
- Batch/real-time system-to-system integration via API with SMUD DSM; support for customer, program, premise, rate, demand eligibility, project creation/modification, error reporting.
- Data exchange must meet SMUD's security/privacy standards; ongoing updates and error logs provided.

### J.1.3 Security and Compliance

- Provide and maintain SOC 2 Type 2 certification or submit/maintain mutually-agreed Security/Systems Plan (SSP). Must be approved by the SMUD Contract Manager and Information Security Officer prior to awarding of the contract Scope of Services.
- Notify SMUD Program Manager within 30 days of any system/plan changes, including anything that changes the SOC2 Type 2 certification or contents of a previously approved SSP.
  - Program Administrator must maintain and provide current SOC 2 Type 2 certifications, or if not available, an SSP must also be updated upon SMUD request and resubmitted to SMUD Contract Manager and Information Security Office.
- Only authorized SMUD and Vendor personnel can access documents marked and treated as Sensitive and Confidential.

## J.2 Stakeholder Planning, Requirements, and Documentation

### J.2.1 Planning and Implementation Setup

- Gather/document requirements, user stories, and acceptance criteria. Include the following:
  - Objectives
  - Scope
  - Constraints
  - Success factors for future state
  - Assumptions
  - Exclusions

- Impacts
- Glossary

### **J.2.2 Technical and Functional Design**

- Document functional/technical specifications, including graphical representations:
  - Screens
  - Pages
  - Functions
  - Business Rules
  - Timelines
  - Data model
  - Workflows
  - Role/access map
  - Integration needs
- Develop and maintain a detailed SaaS Implementation Plan, including:
  - Documented program workflows
  - Plan for automating program workflow tasks
  - Various role-based access plans
  - Software enhancement and upgrade plan
  - Operational Communication Support Plan
- Develop, maintain, and provide a document outlining various roles with associated functionality and systems for each role
  - Perform thorough elicitation and analysis to determine desired outcomes and behaviors and utilize that information as inputs into documents

### **J.2.3 Project Management Documentation**

- Develop and maintain project plans and schedules (with joint SMUD and Vendor resource planning and timelines). Project plans and schedules must include:
  - Project Plan:
    - Project Management Approach
    - Scope Management
    - Requirements Management
    - Schedule Management
    - Financial Management
    - Resource Management
    - Communication Management
    - Project / Scope Change Management
    - Risk Management
    - Test Management
    - Training Management
    - Support Management
  - Project Schedule:
    - Key Milestones and Deliverables
    - Project Tasks
    - Start and End Dates

- Dependencies
- Resource Allocation, Accountability, and Responsibility
- Critical Path

### **J.3 Data and System Architecture**

#### **J.3.1 Data Use Mapping**

- Requirement mapping for SMUD-supplied and captured data.

#### **J.3.2 Data Dictionary**

- Describes the contents, format, and structure of the database and relationship between its elements used to control access to and manipulation of the database which will include business and technical terms. Components / content will be mutually agreed to by SMUD and Program Administrator, and may include:
  - Data Elements / Business Terms
  - Data Element / Business Terms Definitions
  - Allowable Values, for example:
    - Text
    - Numeric
    - Date / Time
    - Enumerated List
    - Look-ups
    - Booleans
  - Formulas
  - Data Source
  - Table
  - Field Name
  - Field Length
  - Default Values
  - Optional / Required

#### **J.3.3 System Architecture Map**

- Full solution technical architecture, integrations, dependencies.

### **J.4 Application Programming Interface (API)/Integration**

#### **J.4.1 API & Data Exchange**

- Set up and test APIs for secure data transfer of customer/program/premise eligibility, DSM project creation/modification, error log/reporting between SaaS and SMUD's DSM. The Program Administrator shall provide the documented APIs for SMUD's record keeping.
  - Data exchange for account validation, eligibility, project/measure sync:
    - Customer validation (includes non-guest sign in)
    - Customer eligibility
    - Program eligibility
    - Premise eligibility

- DSM data creation
    - DSM data modification
      - Ability for data corrections to be sent on prior created project DSM agreements not in fulfilled status, including but not limited to savings amounts, incentive amount, and attachments
    - Receive DSM program, measure, measure attribute, and measure attributes values
  - Support both real-time and overnight batch.
  - Error reporting for all API/data exchange transactions:
    - Non-guest sign-on
    - Batch and real time data transmission
    - Processing errors
- The Program Administrator shall support a list of data requirements provided by SMUD which is necessary to perform the program eligibility validation (i.e.; account numbers, address, meter numbers, etc.). Program Administrator must submit a document clearly identifying each data element and the purpose for requiring the data element.

#### J.4.2 SMUD Demand Side Management (Dynamic DSM) Tool

- SMUD's system of record for energy efficiency and electrification programs is DSM, which stores project information such as customer data, measures installed, incentives, status, timelines, file attachments, and building data efficiency data / energy savings. While detailed project information may be housed in different systems, it is important that high-level metrics are transferred on a regular basis into our Dynamic DSM system.
- Program Administrator will use the API to populate SMUD's Dynamic DSM tool on a continuous basis, and after a troubleshooting period, invoice payment will be contingent on successfully populating DSM through the API.

### J.5 Testing and Support

#### J.5.1 Test Strategy and System

- **Testing strategy:** Covers test approach, objectives, scope (inclusion/exclusion), phases, types, resources for all applications.
  - Test Phases:
    - User experience
    - Unit Test
    - Integration Test
    - System Test (End-to-End)
    - User Acceptance Testing
  - Test Types:
    - Positive and Negative Tests
    - Functional Tests
    - Regression Tests
    - Error-Handling Tests
    - Performance and Load Monitoring and Testing
    - Role / Access Tests



- Disaster Recovery Tests
    - Ongoing Testing and Support, will include, at minimum:
      - Enhancements
      - Upgrades
      - Defects
    - Penetration / Security Tests
  - Test resources
  - Test Environments Approach
  - Browser Approach
  - Test Data Requirements
  - Test Scenario / Test Cases Requirements / Approach
  - Test Prioritization Approach
  - Test Durations
  - Test Dates
  - Test Steps / Sequence
  - Roles and Responsibilities
  - Defect, Defect Resolution, and Defect Prioritization Approach
  - Risks
  - Assumptions
  - Glossary
- **Test scenarios:** Develop test scenarios, cases, scripts, test data, and defect management to support integration and user acceptance testing. Test scenarios shall include:
    - Inputs
    - Execution Conditions
    - Test Procedure
    - Expected Results
    - Test Data
  - **Ongoing test environment:** Mirrors production except for transactional data.
  - **Test and Defect Management:** Defect, prioritization, traceability, and reporting that is available electronically to both the Program Administrator and SMUD.
    - Manage test results, resolve defects timely, and communicate and report on status and progress.

### J.5.2 Traceability Matrix

- Map requirements/user stories to test cases, system functions, and documentation. Demonstrates the correlation and completeness of a relationship, presenting backward and forward traceability. Includes, but is not limited to:
  - Requirements and item number
    - Prime
    - Sub
  - User stories title and item number
    - Acceptance criteria
  - Design Document Name and Item Number
  - Specification Document Name and Item Number
  - Process Flows / Mapping

- Data Flows / Mapping
- Test Scenarios / Cases / Scripts Name and Item Number

### **J.5.3 Ongoing Testing**

- Support enhancements, upgrades, and defect retesting.

## **J.6 Training, Go-Live, and Change Management**

### **J.6.1 Training and Documentation**

- **Training Strategy:** Develop/maintain training strategy, materials and curriculum for SMUD staff and users for back office and customer-facing applications (for 5-7 SMUD program staff and 5-7 SMUD Strategic Account Advisors). Strategy should include:
  - Training objectives
  - Scope
  - Audience
  - Training Needs Assessment Approach
  - Training Approach
  - Roles and Responsibilities
  - Training Infrastructure
    - Facilities
    - Environments
  - Training Data Approach / Creation
  - Schedule / Timelines
- **Training Material:**
  - User guides on all systems and reports with screen shots
  - SMUD staff end user training materials
  - Instructor's Guide
  - Provide updated training materials as system changes
  - All training materials should be in an editable format for SMUD use.
- **Training Delivery:**
  - Deliver hands-on training for initial implementation, enhancements, upgrades, and defect resolution
  - Deliver hands-on, knowledge transfer and training at SMUD facilities to SMUD project team members and technical staff, at SMUD's discretion, to ensure SMUD's ability to support and maintain the system after implementation and prepare them for testing execution
  - Hands-on training and updated training materials to SMUD as the system changes or upgrades are applied
- **Training Data:**
  - Develop and provide training data to support training of system functionality for back office and customer facing solutions

### J.6.2 Go-Live and Cutover

- **Go-Live and Execution Plan:** Develop and provide a Go-Live (Cutover) and Execution Plan that describes all cutover activities that must be performed prior to actual go-live, including execution approach. Plan should include:
  - Cutover Approach
  - Cutover Communications
  - Cutover Tasks
  - Company / Role / Person Responsible
  - Beginning Date
  - End Date
  - Duration of Tasks
  - Prerequisites / Dependencies
  - Go-Live Support
- **Execution of cutover activities:**
  - Confirm system readiness for cutover execution
  - Manage activities and document and communicate progress to SMUD
  - Support pre-go-live activities, go-live activities, and post go-live activities

### J.7 Program, Process, and Data Workflows/Models/Mapping and Automation

- Develop, provide, and maintain one to many detailed documents(s) in a modifiable Visio format thoroughly detailing all 'to be' flows which shall include at minimum:
  - Program
  - Process
  - Data System
  - Integration
  - Role and Access

### J.8 Service Level Agreement (SLA) and Operational Support

#### J.8.1 Service Level Agreement

- Provide a mutually agreed SLA commensurate with ALL services outlined in this contract that supports accurate and timely service levels, to be entered into prior to contract award.
  - Defines performance standards (availability, accuracy, support, escalation), metrics, and remedies.
  - Provides service definitions, KPIs/metrics, responsibilities, penalties, update protocol.
  - SLA structure will include, but not limited to:
    - Service Level Definitions
    - Description and Calculations
    - Performance Penalties
    - Measurement Period
    - Targets
  - SLA components will include, but not limited to:
    - Timeliness
    - Accuracy / Defect Rate

- Systems Availability
- System Performance
- Responsibilities of each Party
- Escalation Procedures
- Reporting Processes
- Security
- Business Results
- 

### **J.8.2 Operational Accessibility**

- 24/7/365 operational availability (except scheduled maintenance).
- 50 concurrent user capability, customer service at least 8am–5pm weekdays.
  - Any combination of Program Administrator, Program Manager, Strategic Account Advisors, trade allies, and customers.
- Planned downtimes between midnight–5am.
- Notification of all upgrades/maintenance.
- No upgrades without prior SMUD notification/testing/approval.

### **J.8.3 Operational and Communication Plan**

- Develop, provide, and maintain one-to-many documents reporting initial and ongoing program operations and communications. The plan will include:
  - Holistic overview of solution systems and process flows
  - Daily support details and processes, issue management, escalation procedures, and communication flow including but not limited to:
    - Accuracy
    - Real-time data transmission or processing errors
  - Change management procedures
  - Contact information
  - Processing and touch point timelines
  - File naming conventions
  - Server information
  - Environments
  - Systems / Applications
  - Browsers Supported and Approach
  - Devices Supported and Approach
  - Maintenance windows
  - Software Enhancement Process
  - Upgrade Plan
    - Program Administrator will coordinate with SMUD any upgrades or maintenance to their solution before deployment and provide notification to SMUD at least 60 days in advance of its system and / or application upgrades
    - All updates to Program Administrator's solution, at SMUD's discretion, will be tested, and approved by SMUD staff prior to deployment.
  - Ongoing Testing and Support: Enhancements, upgrades, defects, etc.

## J.9 Ongoing Operations, Communication, and Reporting

### J.9.1 Software Solution Management

- Software enhancements, upgrades, and system maintenance per the SLA agreement
- Real-time data exchanges via APIs with XYZ system between Program Administrator's solution and SMUD's DSM system (Dynamic DSM).
- Ability to store up-to-date status and details of prior created agreements/projects securely
- Customer service
- Testing and documentation related to all test activities
- Training and documentation related to all training activities
- Support outlined in the Operational and Communication Plan

### J.10 Geographic Mapping Integration (Desired Functionality, but not Required)

- Mapping Feature/Supporting Product Guidelines
  - Filter by program activities
    - Display Leads, In Construction, and Completed project activities separately or combined
    - Optional date range: Ability to view projects based on date ranges for Completed projects (e.g., last 30 days, fiscal year, Custom)
  - Selectable data points
    - Ability to select data points for individual program activities to view site-specific details (status, address, project type, completion date, measures, etc.)
  - Legend with color coded data points
  - Exporting data points in an Excel format
  - Should show real-time updates made in project records

<b>Deliverables for Task J: Software Solution and Processes</b>			
	<b>Description</b>	<b>Format</b>	<b>Due Date / Frequency</b>
Web-Based Project Tracking System	Secure SaaS platform with views and dashboards for customers, trade allies, and SMUD staff; includes project management, real-time customer status, bid management, document support, GIS/mapping, and robust role-based access.	Live system/host ed	Prior to launch; ongoing

API Integration with DSM (Including Error Logging and Reporting)	On-demand API for customer/program/premise/rate/dem and eligibility and validation. Daily/overnight batch API(s) for DSM project/agreement creation for fulfillment, DSM data sync, DSM data corrections prior to fulfillment, and measure attribute and value receipt. DSM data syncs and corrections include savings and incentive values, and importing attachments. Includes error logging for all API and data exchange events, and requirement that all invoiced projects appear in DSM weekly.	Technical documentation, live integration, logs/reports	Prior to go-live; ongoing/weekly
Security and Compliance Documentation	SOC 2 Type 2 Certificate (or SSP), System & Data Security Plan, and updates to meet SMUD requirements.	Confidential PDF/doc	Prior to NTP; as required/updated
Project Planning and Scheduling Package	Project Plan, Combined Project Schedule (with milestones/updates), and Go-Live (Cutover) & Execution Plan.	Word/Excel /MS Project	Project Plan: Draft due: 30 days Final due: 60 days  Project Schedule: Draft due: 14 days Final due: Ongoing weekly updates  Go-Live & Execution Plan: Draft due: 21 days prior to pre-go-live activities Final due: 7 days prior to pre-go-live activities
Requirements, Architecture, and Design Documentation	Data Use Mapping, Data Dictionary, System Architecture Map, Business Requirements/User Stories/Acceptance Criteria, and Design Documents.	Word/Excel /Visio	Draft due: Planning/discovery phase Final due: Before development
Testing Package	Test Strategy, Test Scenarios/Cases/Scripts, Test Data, Test & Defect Management Platform (with weekly reports), and Traceability Matrix.	Word/Excel /system	Test Strategy: Final Due: 30 days prior to start of test activities  Test scenarios/cases/script

			s/data: Final Due 14 days prior to test activities  Test/Defect Management Platform: Due: Weekly  Traceability Matrix: Due: At the end of each project phase
Workflow and Automation Mapping	Program/process/data workflows, automation plans, and visual solution models.	Visio or similar	Design phase; prior to development
Training Program	Training Strategy, editable training/user materials and guides, and hands-on training delivery (with ongoing curriculum/documentation updates as the system evolves).	Word/PPT/In-person	Training Strategy: Final Due: 30 days prior to start of training activities  Training materials: Final Due 14 days prior to training delivery  Training delivery: Due 7 days prior to test activities
Operational and Communication Support Plan	Plan for stakeholder communications, escalation protocols, issue coordination, and all operational support requirements.	Word/Excel	30 days prior to go-live; ongoing updates
Service Level Agreement (SLA)	Service quality definitions, support metrics, escalation process, and remedies, updated as mutually agreed.	Word/Excel	At award; updates as needed
Ongoing System Environment and Maintenance	UAT/pre-production test environment, routine software enhancements/upgrades, operational support, and maintenance of all supporting documentation (testing, training, user docs).	Platform/system/documents	At initial testing; ongoing
Project Implementation, Location, and Status Reporting	Weekly/monthly project implementation and location-based reports showing activities by status, time, project type, measure, trade ally, customer, permitting	Reports	Weekly, monthly, quarterly, annually

	jurisdiction, geography, and associated attributes.		
Visual Project Map and Location-Based Reporting	Visual mapping tool and associated reporting showing where projects are occurring, with reporting by week, month, quarter, year, project type, measure, trade ally, customer, city, permitting jurisdiction, and status type.	GIS/map interface and reports	Ongoing

\*Due dates are subject to contract award and signed by both parties

### **Task K. Trade Ally Network**

#### **Overview and Objectives**

The Program Administrator shall align CES trade ally recruitment, training, and management with SMUD's Trade Ally Network of trade allies. In addition, the Program Administrator shall ensure high-quality customer service, program compliance, and continuous professional development for trade allies supporting the CES program.

#### **Scope of Work**

##### **K.1 Trade Ally Implementation Plan**

- **Participation Requirements**
  - Define requirements (certification, trade ally licenses, insurance, quality standards, pricing)
  - Collaborate with SMUD to align Participation Agreement and obligations as needed
- **Documented Workflow**
  - Develop step-by-step procedures for trade ally onboarding, management, and quality assurance
- **Customer Experience (CX) Standards**
  - Establish expectations for trade ally appearance and conduct
  - Integrate CX into workflow and performance evaluation
- **Onboarding and Training**
  - Outline clear process for new trade ally recruitment, orientation, and activation



- **Trade Ally Handbook & Agreements**

- Develop a comprehensive handbook detailing program offerings, rules, processes, and expectations

- **Communication Plan**

- Develop templates and strategies for regular, effective communication with all trade allies

## **K.2 Trade Ally Recruitment and Management**

- **Recruitment**

- Identify and recruit qualified trade allies, ensuring the necessary licenses (e.g., C-10 Electrical, C-20 Heating Ventilating and Air Conditioning and/or C-38 Refrigeration licenses)
- Maintain an up-to-date list of certified trade allies in good standing for both CES and SMUD's Network

- **Program Participation and Performance Tracking**

- Track and report projects completed per trade ally, by measure and specialty
- Monitor trade ally performance quality, sales volume, and customer satisfaction
- Develop and implement a trade ally rating system with SMUD to incentivize high performance

- **Customer Experience Enhancement**

- Incorporate customer experience metrics into trade ally evaluation and management
- Conduct customer surveys to gather feedback on trade ally interactions

- **Compliance and Quality Protection**

- Perform in-field inspections to verify:
  - Proper representation of SMUD affiliation
  - Accurate information provided to customers
  - Acceptable workmanship and service standards
- Collaborate with SMUD to discipline or remove trade allies not meeting standards

- **Reporting**

- Prepare monthly reports detailing:
  - Accomplishments and metrics
  - Recruitment and training activities
  - Performance metrics and improvement actions
  - Issues and resolutions

**K.3 Trade Ally Training**

- **Training Curriculum Development**

- Develop CES-specific curriculum and materials for trade allies (with SMUD input and approval)
- Prepare training for both assessors and sales staff, covering program offerings and customer interaction best practices

- **Training Delivery**

- Conduct onboarding and ongoing training for new/existing trade allies
- Schedule regular sessions, leveraging SMUD facilities if needed
- Deliver assessor/trade ally trainings throughout the contract cycle
- Distribute regular newsletters and updates on program changes/opportunities

<b>Deliverables for Task K: Trade Ally Network</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
K.1 Trade Ally Implementation Plan	Full workflow, requirements, CX obligations, onboarding	30 days	60 days
K.2 Initial List of Participating Trade Allies and Specialties	List/roles of approved and active trade allies		90 days
K.2 Monthly Reports	Activity, accomplishments, and performance updates		Monthly
K.3 Trade Ally Training Curriculum Plan & Schedule	Outline of all training content, methods, timeline	60 days	90 days
K.3 Assessor/Salesperson Training Curriculum Plan & Schedule	Curriculum targeting field assessors/sales staff	30 days	60 days
K.3 Ongoing Assessor and Trade Ally Trainings	Conduct and document training sessions		Throughout program cycle

\*Due dates are subject to contract award and signed by both parties

**Task L. SMUD Directed Ad Hoc Program Support****Overview and Objectives**

The Program Administrator shall provide flexible, on-demand program support to SMUD as directed by the SMUD contract manager, including activities beyond the core Complete Energy Solutions program. In addition, the Program Administrator shall extend services to customers not eligible for the CES program (e.g., hospitals, data centers, and facilities above 100kW billed demand) at the SMUD contract manager's discretion, supporting SMUD's broader distributed energy solution initiatives.

## Scope of Work

### L.1 Service Types and Areas

- **Building Electrification**
  - Support analysis, engineering, and implementation.
- **Energy Efficiency**
  - Conduct assessments and recommend measures.
- **Electric Vehicle Initiatives**
  - Provide analysis, workflow support, and project management.
- **Automated Demand Response (ADR)**
  - Assist with implementation, analytics, and reporting.
- **Project Management & Tracking**
  - Oversee customer projects from inception to completion.
  - Support inspections and quality assurance.
- **Marketing Support**
  - Assist in outreach, collateral development, and customer communication.
- **Additional M&E Functions**
  - Measurement & Evaluation, analytics, and reporting as directed.
- **Other Related Services**
  - As specifically requested by SMUD's contract manager.

### L.2 Eligible Customer Segments

- Customers above 100 kW billed demand.
- Facilities currently excluded from CES core program, such as:
  - Hospitals
  - Data centers
  - Large industrial plants
- Assignment of such work made at discretion of SMUD's contract manager.

### L.3 Program Operations and Process

- Respond promptly to SMUD requests for ad hoc support.
- Document scope, duration, and objectives for each ad hoc assignment.
- Maintain a separate project tracking system/record for ad hoc services.
- Ensure clear communication and coordination with SMUD program leads.

### L.4 Invoicing and Budgeting

- Prepare and submit separate invoices for ad hoc work.
- Maintain distinct budget tracking and forecasting for ad hoc services.
- Do not combine ad hoc costs, activities, or goals with CES core program budgets, invoices, or reports.
- Provide SMUD with transparent reporting for ad hoc expenditures and progress.

Deliverables for Task		Draft	
L: SMUD Directed Ad	Description	Due	Final Due Date
Hoc Program Support		Date	

L.3 Ad Hoc Assignment Documentation	Scope, objectives, customer, outcomes for each ad hoc task		Within 5 days of assignment
L.3 Ad Hoc Progress Report	Status and outcomes of each assignment		Monthly/Quarterly
L.3 Project Tracking for Ad Hoc Tasks	Record of activities, outcomes, and analytics		Ongoing
L.4 Separate Invoices for Ad Hoc Support	Itemized invoice for only ad hoc services		As incurred
L.4 Ad Hoc Budget Forecast	Forecast of ad hoc program support costs		Monthly/Quarterly

### **Task M. Permitting Requirements**

#### **Overview and Objectives**

The Program Administrator shall ensure trade allies' full compliance with all applicable local, State, and Federal permitting. The Program Administrator shall minimize risk to SMUD and its customers by preventing unpermitted work and ensuring proper resolution of all permitting issues. In addition, the Program Administrator shall proactively manage permitting activities, support trade allies and customers, and be accountable for remediation of any fines, corrective actions, or delays due to non-compliance.

#### **Scope of Work**

##### **M.1 Permit Compliance Oversight**

- **Verification & Documentation:**
  - Confirm that trade allies obtain all required permits for each project phase, including construction and waste disposal.
  - Collect and archive permit applications, approvals, and final close-out documents.
- **Responsibility for Remediation:**
  - Address and fully fund any fines, penalties, or corrective actions assigned by authorities having jurisdiction, resulting from unpermitted or non-compliant work.

##### **M.2 Monitoring and Reporting**

- **Permit Close-Out Ratio Tracking:**
  - Obtain Permit number for each project and or work order assigned.
  - Monitor and report the percentage of permits successfully closed out per project on quarterly basis.
  - Maintain a tracking log in the software solution.

- **Trade Ally Performance Scoring:**

- Tabulate and report permit close-out ratios by trade ally.
- Score and report on trade ally performance with permitting tasks, focusing on efficiency in addressing permitting comments and review cycles.

- **Performance Improvement:**

- Identify trade allies with low permitting performance and recommend targeted support or corrective action.

### M.3 Permitting Support and Stakeholder Engagement

- **Support for Trade Allies:**

- Assist trade allies in navigating permitting processes, especially where full civil engineering is not needed, to ensure right-sized, cost-effective permitting.

- **Agency Engagement:**

- Establish and maintain relationships with local agency staff to:
  - Collect permitting status updates
  - Expedite projects where local approval is critical to timeline
  - Resolve permitting hold-ups proactively

- **Customer Support:**

- Attend customer meetings and support permitting inspections when required to ensure customer confidence and the smooth progression of projects.

<b>Deliverables for Task M: Permitting Requirements</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
M.1 Remediation Reports (if applicable)	Summary and resolution of any fines or corrective actions incurred		As needed
M.2 Permit Close Out Monitoring Report	Project and trade ally-level summary of permit close-out ratios		Monthly
M.2 Trade Ally Permit Performance Scores	Report scoring trade allies' success rate and responsiveness		Monthly/Quarterly
M.3 Agency Engagement Log	Documentation of local agency interactions and outcomes		Ongoing
M.3 Permitting Status Updates	Up-to-date status entries for each project's permitting progress		Ongoing in tracking platform

M.3 Customer/Trade Ally Meeting Support Logs	Record of support provided for meetings/inspections		Ongoing
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### **Task N. Innovation**

Innovative enhancements may be identified and introduced throughout the contract period. As SMUD works to achieve overall efficiencies and to reduce the costs to deliver the program, SMUD may request recommendations from the Program Administrator on how to achieve cost reductions while realizing electrification goals. Potential innovative tasks include, but are not limited to, continuous innovations for additional rebates, incentives, promotions, and financing opportunities; product innovations for pilot offerings; new midstream offerings; and process innovations to improve efficiencies.

Examples of potential enhancements include but are not limited to the following:

- **Program Development**

The Program Administrator will collaborate with SMUD to develop new program offerings or update existing ones to enhance effectiveness and efficiency. As these developments are integrated, they will transition into existing tasks and workflows.

- **Short-Term Projects & Pilots**

Throughout the contract, special projects may be identified and introduced. These could include additional rebates, incentives, promotions, or other program offerings.

Pilots may run temporarily or be transitioned into existing programs based on their value and purpose. The Program Administrator will work with SMUD on all short-term and pilot projects and facilitate their integration into current programs as needed.

<b>Deliverables for Task N: Innovation</b>	<b>Description</b>	<b>Draft Due Date</b>	<b>Final Due Date</b>
N.1 Innovation Support	Support innovation enhancements as needed and based upon scope as agreed upon prior		As needed

### 3. INSTRUCTIONS TO PROPOSERS

#### 3.1. TIME AND MANNER OF SUBMISSION

The Proposal shall be submitted in PlanetBids, SMUD's sourcing system ("Sourcing System"). **Mailed or hand delivered responses will not be considered.** All proposals submitted become the property of SMUD.

Proposals shall cover the entire scope of the RFP. Each proposal shall give the full business address of the Proposer and shall be signed by an authorized official of the company. The name of each person signing the proposal shall be typed or printed below the signature. When requested by SMUD, satisfactory evidence of the authority of the person signing on behalf of the Proposer shall be furnished.

#### 3.2. EXPLANATIONS TO PROPOSERS

Should the Proposer find discrepancies in or omissions from this document or should the intent or meaning appear to the Proposer to be obscure or ambiguous, the Proposer should immediately send SMUD a written request for interpretation, clarification, or correction thereof before submitting a proposal. The Proposer making such a request will be solely responsible for the timely receipt of the written request by SMUD. Replies to such inquiries will be made only in the form of addenda to this RFP and will be issued simultaneously to all business firms or persons who have obtained a copy of the RFP from SMUD. Verbal requests for information during the period of proposal preparation are acceptable if made sufficiently in advance of the proposal opening date to allow issuance of an addendum to the RFP.

**All correspondence pertaining to this RFP is highly preferred to be submitted through the Q&A section in PlanetBids.** Additional contacts are listed below, however, it is SMUD's strong preference for Proposers to use the Q&A tool within the Sourcing System, as it is the primary way the SMUD team will be communicating before, during, and after the RFP open period.

Contact	REQUEST FOR PROPOSAL	SEED PROGRAM
Contact Name	Andrew McDermott	Alexia Hughes
Phone number	(916) 732-5862	(916) 732-4999
E-mail	andrew.mcdermott@smud.org	Alexia.Hughes@smud.org

SMUD will not be bound by any oral interpretation of the RFP, which may be made by any of its representatives or employees, unless such interpretations are subsequently issued in the form of an addendum to this RFP.

#### 3.3. WITHDRAWAL OR MODIFICATION OF PROPOSALS

Proposals may be modified or withdrawn through the Sourcing System prior to the RFP due date.

### 3.4. REVISIONS AND SUPPLEMENTS

- 3.4.1 Addenda: If it becomes necessary to revise or supplement any part of this RFP an addendum will be provided.
- 3.4.2 Acknowledgment of Addenda: Receipt of an addendum to this RFP by a Proposer must be acknowledged by signing and submitting the addendum signature sheet as part of the Proposer's Proposal.

### 3.5. SITE INSPECTION AND CONDITIONS

In addition to examination of this RFP, each Proposer shall make whatever other arrangements are necessary to become fully informed regarding all existing and expected conditions and matters which, during the contract time period, could affect in any way, the work, performance of work, or the cost thereof. Any failure to fully investigate the work site or the foregoing conditions shall not relieve the Proposer from responsibilities for properly estimating the difficulty or cost of successfully performing the work. SMUD assumes no responsibility for any representation made by its representatives or agents, during or prior to the execution of a contract pursuant to this RFP, unless such information is in writing in the form of an addendum to this RFP.

### 3.6. PRE-PROPOSAL CONFERENCE

An on-line Pre-Proposal Conference is scheduled for **3:00 P.M. Tuesday, July 7, 2026.**

It is strongly recommended that all Proposers attend this conference to ensure a complete understanding of the details of this RFP.

#### TO ATTEND THE ONLINE WEB/TELECONFERENCE, FOLLOW THESE STEPS:

#### Microsoft Teams meeting

##### Join:

<https://teams.microsoft.com/meet/254727220201151?p=RhN05EclqVtfYnQfbA>

Meeting ID: 254 727 220 201 151

Passcode: PF6Kn3U9

### 3.7. PROPOSAL EVALUATION AND SELECTION PROCESS

The proposals submitted in response to this solicitation shall be evaluated for award based on the criteria described in the Proposal Evaluation Criteria section of this RFP.

SMUD may request additional information from any or all Proposers after the initial evaluation of the proposals to clarify terms and conditions.

Based on SMUD's review of the proposals received, a short-listed group of Proposers may be selected. The short-listed firms may be required to make verbal presentations of their qualification to SMUD. If a presentation is determined to be required, the presentation will be considered in the overall technical rating.



The contract will be awarded to the best-qualified Proposer, after price and other factors have been considered, provided that the proposal is reasonable and is in the best interests of SMUD to accept it.

The right is reserved, as the interest of SMUD may require, to reject any or all proposals and to waive any irregularity in the proposals received.

SMUD will post a "Notification of Intent to Award" of the Proposals received and evaluated on the Sourcing System at least five (5) business days prior to awarding the contract. ***The posting includes the Proposal Price for all responsive proposals.*** After the "Notification of Intent to Award" is posted, any unsuccessful Proposers may request the reason(s) their proposal was not selected. In the event a Proposer elects to protest SMUD's selection, the protest must be submitted in writing to SMUD's Procurement Manager within five (5) business days of the posting of the "Notification of Intent to Award". SMUD's Contract Award and Protest Policy is available upon written request to the Procurement Manager, SMUD procurement staff, or may be found on [www.smud.org](http://www.smud.org).

Within fifteen (15) calendar days after notice of award, the successful Proposer shall deliver to SMUD the required insurance certificates and a signed copy of the contract. The contract forms will be forwarded to the successful Proposer with the award notification. SMUD will not issue the Notice to Proceed until SMUD has received all the above-required documents.

### 3.8. NON-EXCLUSIVE AGREEMENT

If awarded a contract under this RFP, the contract will NOT establish an exclusive arrangement between SMUD and the Proposer. SMUD reserves, among others, the following rights:

- The right to use others to perform work and services described in this RFP.
- The right to request proposals from other contractors for work described in the FP without requesting a proposal from the Contractor.
- The unrestricted right to bid any work or services described herein.

### 3.9. DURATION OF CONTRACT

This contract shall be for approximately a three year period, subject to approval by SMUD's Board of Directors of the corresponding annual budget, unless otherwise mutually agreed upon in writing.

SMUD prepares its Annual Budget on a calendar year basis. The Budget is subject to the approval of SMUD's Board of Directors.

### 3.10. QUALIFICATIONS OF PROPOSERS

SMUD expressly reserves the right to reject any proposal if it determines that the business and technical organization, equipment, financial and other resources, or experience of the Proposer, compared to the work proposed justifies such rejection.

SMUD reserves the right to reject, in its sole discretion, any proposal that includes equipment or information and communications technology or services designed, developed, manufactured, or supplied by an entity located within the country of a foreign adversary, and/or owned by, controlled by, or subject to the jurisdiction or direction of a foreign adversary. This also includes components

and sub-components of such equipment or information and communications technology or services.

### **3.11. PROPOSAL PREPARATION COSTS**

The costs of developing proposals are entirely the responsibility of the Proposer and shall not be charged in any manner to SMUD.

### **3.12. ALTERNATE PROPOSALS**

Proposals shall meet the requirements and conform to the format described in the Proposal Requirements section of this RFP. However, Proposers are encouraged to submit alternate proposals in addition to the base proposal, when they consider the alternative to be technically better or more cost effective. The alternate proposal should be submitted as an amendment to the base proposal package.

### **3.13. CONFLICTS**

If conflicts exist between the contract and the other elements of this RFP, the contract prevails. If conflict exists within the contract itself, the Terms and Conditions govern, followed by Scope of Services. If conflict exists between the contract and applicable Federal or State law, rule, regulation, order, or code; the law, rule, regulation, order, or code shall control. Varying levels of control between the Terms and Conditions, drawings and documents, laws, rules, regulations, orders, or codes are not deemed conflicts, and the most stringent requirement(s) shall control.

### **3.14. BID SCHEDULE**

The Proposer shall be reimbursed for work performed under the contract in accordance with the items described in the [Bid Schedule](#) section of this RFP.

### **3.15. MANNER AND TIME OF PAYMENT**

Billing shall be submitted in accordance with the above referenced provision of the Sample Contract section of this RFP.

### **3.16. SUBCONTRACTORS**

The Proposers must describe in their proposals the areas that they anticipate subcontracting to specialty firms. Identify the firms and describe how Proposer will manage these subcontracts. The firms shall be listed on the [Designation of Prime, Subcontractors, and Suppliers form](#), which is attached as a separate document.

Contractor to pay subcontractors in a timely manner.

Nothing contained in the Contract shall create any contractual relation between any subcontractor and SMUD.

### 3.17. FRANCHISE TAX FORM 590

The Proposer to whom the contract award is made shall furnish SMUD with a completed State of California Franchise Tax Form 590. A blank Form 590 will be provided with the contract documents.

### 3.18. NOTICE RELATED TO PROPRIETARY/CONFIDENTIAL DATA

Proposers are advised that the California Public Records Act (the “Act”, Government Code §§ 7920 et seq.) provides that any person may inspect or be provided a copy of any identifiable public record or document that is not exempted from disclosure by the express provisions of the Act. Each Proposer shall clearly identify any information within its submission that it intends to ask SMUD to withhold as exempt under the Act. Except for proposal item(s) pricing, including fee schedule(s) which are subject to disclosure under Section 7928.801 of the Act, any other information contained in a Proposer’s submission which the Proposer believes qualifies for exemption from public disclosure as “proprietary” or “confidential” must be identified as such at the time of first submission of the Proposer’s response to this RFP. A failure to identify information contained in a Proposer’s submission to this RFP as “proprietary” or “confidential” shall constitute a waiver of Proposer’s right to object to the release of such information upon request under the Act. SMUD favors full and open disclosure of all such records. SMUD will not expend public funds defending claims for access to, inspection of, or to be provided copies of any such records.

Along with each Proposer’s response to this RFP, each Proposer is required to submit a signed indemnity agreement, included with its response to this RFP, whereby Proposer shall agree to indemnify and defend SMUD on terms stated therein against all claims or actions brought against it to seek access to or compel disclosure of any records or documents in SMUD’s possession which were submitted to SMUD by any Proposer pursuant to this RFP. Each Proposer will be required to sign and submit the [Public Record Indemnity Agreement](#) along with its response to this RFP, which is included in the “Proposal Requirements” section of this RFP.

### 3.19. CONTRACT

SMUD’s standard contract is included in the Sample Contract section of this RFP. SMUD may reject proposals that contain exceptions to the Terms and Conditions included in the sample contract.

### 3.20. SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM

#### 3.20.1 POLICY STATEMENT

The Sacramento Municipal Utility District (SMUD) is committed to achieving full and equal contracting opportunity for customers doing business with SMUD. SMUD recognizes the economic benefit provided by its contracting activity and has adopted this policy to promote the economic development of its customer businesses. This program will provide direct economic benefit to SMUD’s customer-owners and will complement other SMUD economic development programs.

### 3.20.2 REQUIREMENTS AND PROGRAM ELEMENTS

A description of SMUD's Supplier Education & Economic Development Program is included in this RFP. Proposers must comply with all the requirements specified in the program description and complete the form titled, "Designation of Prime Contractor, Subcontractors, and Suppliers".

### 3.21. ENVIRONMENTAL PROCUREMENT

SMUD has adopted an Environmental Protection Policy in which it commits to environmental stewardship, the conservation of natural resources, reductions in the use of hazardous substances, reductions in mobile sources of NOx emissions, and recycling and responsible disposal. SMUD will promote environmental procurement practices that will minimize environmental impacts, conserve natural resources, and reward environmentally conscious manufacturers and contractors, while remaining fiscally responsive. To further its policy SMUD will favor environmentally preferable procurements when price, quality, and availability are equal. To this end, SMUD will endeavor to reward environmentally conscious manufacturers, suppliers, and contractors with contracting opportunities that address these policy goals in addition to providing SMUD and its customer-owners fiscally responsible procurement options.

### 3.22. SAFETY PROGRAM

All Proposers shall execute and submit with their Proposal the form titled, ["Safety Compliance Certificate"](#). Submittal of this completed form will certify that the Proposer has:

3.22.1 An effective Injury and Illness Prevention Program, which meets the requirements of all applicable laws and regulations, including but not limited to, California Labor Code Section 6401.7;

3.22.2 Proposer agrees that it is fully responsible for the acts and omissions of its subcontractors and all persons either directly or indirectly employed by Proposer.

Such certification shall be made by the person with the authority and responsibility for implementing and administering Proposer's Injury and Illness Prevention Program.

## 4. SUPPLIER EDUCATION & ECONOMIC DEVELOPMENT (SEED) PROGRAM

### 4.1. INTRODUCTION

The Sacramento Municipal Utility District (SMUD) is committed to achieving full and equal contracting opportunity for customers doing business with SMUD. SMUD recognizes the economic benefit provided by its contracting activity and has adopted this policy to promote the economic development of its customer businesses. This program will provide direct economic benefit to SMUD's customer-owners and will complement other SMUD economic development programs.

### 4.2. OVERVIEW

SMUD's SEED Program creates contracting opportunities for local small businesses. To qualify, a business must be certified as a Small Business or Microbusiness by the state Department of General Services (DGS) and must be a SMUD customer for the past six months at the DGS certification address of record. Additional features are described below.

### 4.3. PROGRAM GOALS AND INCENTIVES

SMUD promotes a goal of 20% SEED participation in SMUD contracts. To achieve this, SMUD has established the following program incentives:

- 4.3.1 SEED Price Advantage- SEED qualified bidders will receive a price advantage which is 5% of the lowest responsible bid as determined by SMUD. This amount will be subtracted from all SEED qualified bids for evaluation purposes. The maximum SEED price advantage is \$250,000, which is 5% of a bid of \$5,000,000.
- 4.3.2 RFP SEED Evaluation Points- RFP solicitations are evaluated using published criteria and are evaluated on a 100-point scale. Ten evaluation points are awarded to SEED qualified prime Proposers. Non- SEED prime Proposers may earn up to 10 evaluation points for proposing 20% or more SEED subcontracting. Proposals with less than 20% SEED subcontracting will be awarded a pro-rata share of these points for the percentage of proposed SEED subcontracting.
- 4.3.3 SEED Subcontracting- Non-SEED bidders may participate in the SEED program by subcontracting with SEED vendors. SMUD currently promotes a goal of 20% SEED subcontracting.

#### **Need help locating a SEED Subcontractor?**

Go to [www.smud.org/SEED](http://www.smud.org/SEED).

- 4.3.4 Non- SEED bidders proposing less than 20% SEED subcontracting will receive a price advantage of 5% of the total value of all its SEED subcontracting bids. This advantage is

capped at \$250,000 but will not exceed the calculated price advantage available to SEED primes if it is less.

- 4.3.5 Non-SEED bidders proposing 20% SEED subcontracting or more will receive the full-calculated price advantage available to SEED prime bidders.
- 4.3.6 To receive SEED subcontracting credit, non-SEED bidders and Proposers must submit SMUD's "Designation of Prime, Subcontractors, and Suppliers Form" (Form attached as a separate document) and must list the SEED subcontractors they propose to utilize. In addition, prime bidders and Proposers are responsible for completing a SEED Program Small Business Declaration form for each SEED-qualified vendor listed.
- 4.3.7 "Subcontractor" refers to firms named in a proposal and listed on the "Designation of Prime, Subcontractors, and Suppliers Form", who will perform specific tasks of the contracted work. For SMUD construction contracts the definition of Subcontractor as prescribed by the Public Contract Code shall apply. For all other SMUD contracts, a Subcontractor is defined as an individual or firm providing supplies or services to the Proposer, which are specific to a SMUD solicitation, and provided under a separate contract agreement with the Proposer and having no employment relationship with the Proposer. As such, payments made by the Proposer to subcontractor individuals must not be subject to payroll withholding taxes. SEED subcontractors must fulfill a commercially useful function. Business arrangements where SEED subcontractors do not add substantial, identifiable value to the deliverable product or service are not acceptable.
- 4.3.8 In consideration of the price and evaluation points provided for SEED subcontracting, the Proposer, upon contract award, will be legally obligated to subcontract with all firms listed on the "Designation of Prime, Subcontractors, and Suppliers" form in the proposal. SMUD, at its option, will monitor the utilization of subcontractors as declared by the prime contractor in its proposal.
- 4.3.9 Substitution of any subcontractor requires prior written approval from SMUD. If the winning bidder or Proposer received SEED subcontractor price advantage(s) or evaluation points, SMUD, at its option, may require the Proposer to replace the rejected SEED subcontractor with another qualified SEED subcontractor.

#### **4.4. SEED PROGRAM QUALIFICATION**

Vendors must meet both of the following qualifications to participate in the SEED Program:

- 4.4.1 Certification- DGS, Office of Small Business and DVBE certification must certify the vendor as a Small Business, Microbusiness, or Small Business Public Works. This is the only certification accepted by SMUD. Vendors must be certified by the bid-opening date (IFBs, BRs) or proposal/bid due date (RFPs, RFQs) as applicable, to qualify for the SEED Program.

4.4.2 Customer Qualification- the vendor must qualify as a SMUD customer for the preceding six months prior to the bid or proposal due date. The physical address of the business as recorded by DGS in its Small Business Certification must be located in SMUD territory. If the address shown on the DGS Small Business certificate is a post office box, a mailbox at a private mailbox business, or a leased facility, the vendor must be able to demonstrate, to SMUD's satisfaction, that the vendor is also a SMUD customer.

#### **4.5. CONTRACT COMPLIANCE**

SMUD may conduct post-award monitoring of any contract, which includes SEED participation. Contractors are required to maintain certified payroll reports by the contractor and all subcontractors, regardless of contract amount. SMUD may require the contractor to provide other related documentation to verify SEED participation equal to or greater than the participation levels stated at the time of award.

#### **4.6. FALSIFICATION OF INFORMATION**

Falsification of information on the forms required by this solicitation may cause SMUD to cancel any existing contracts with the Proposer/vendor and may disqualify the vendor from contracting with SMUD in the future.

A firm claiming SEED/customer status under false pretenses will be disqualified from doing business with SMUD for a period of not less than one year and not more than five years unless SMUD's CEO & General Manager determines that the offending firm should be permanently barred from bidding on a SMUD contract. False pretenses include designating SEED subcontractors for scopes of work that they will not fully perform, using SEED firms as a "pass-through" to inflate actual participation, or any other action that subverts SMUD's intended benefits to SEED participation. SMUD may seek all legal remedies available under the law against such Proposers.

#### **4.7. ADDITIONAL INFORMATION**

SMUD's Supplier Education and Economic Development Department is responsible for the administration of the SEED Program. The Supplier Education and Economic Development Department is available during regular SMUD business hours, to provide all SEED Program participants with additional information resources to encourage participation in the SEED Program. In addition, SMUD publishes current procurement opportunities and program information on its Internet website at [www.smud.org/en/Corporate/Do-Business-with-SMUD](http://www.smud.org/en/Corporate/Do-Business-with-SMUD).

## 5. PROPOSAL EVALUATION CRITERIA

**PROPOSAL EVALUATION CRITERIA:** The proposals submitted in response to this RFP shall be evaluated for award based on the following criteria and weighting. If applicable the price will be adjusted for evaluation purposes in accordance with the SEED Program price advantages described in the Supplier Education & Economic Development (SEED) Program section of this RFP.

Item	Criteria Description	Weighting
1.	<b>Mandatory Requirements***</b>	<b>Pass/Fail</b>
2.	<b>SEED Program Evaluation Points</b>	<b>10%</b>
3.	<b>Environmental Sustainability</b>	<b>2%</b>
4.	<b>General Experience and Qualifications</b>	<b>30%</b>
5.	<b>Technical Approach</b>	<b>11%</b>
6.	<b>Specific Program Expertise</b>	<b>24%</b>
7.	<b>Commercial Terms (Price)*and Compliance with SMUD Contractual Terms**</b>	<b>20%</b>
	<b>Total</b>	<b>100%</b>

### MINIMUM SCORE THRESHOLD

Proposers not obtaining a MINIMUM combined score of 70% of the points (45.5 of 65) from item 3-6 as listed above will be considered non-responsive.

\*\*\* Proposal must achieve a Passing score on Evaluation Criteria 1 above to be declared responsible

\* More weight has been given to the management and technical ability of the Proposer than on price. In the event it is evident that the prices proposed are unbalanced as to items charged or are otherwise determined by SMUD to be unfair or unreasonable, SMUD reserves the right to reject the proposal and award to the Proposer who otherwise meets the requirements of this RFP.

\*\* Non-compliance may result in SMUD's rejection of a Proposer's proposal.



## 6. PROPOSAL REQUIREMENTS

TO FACILITATE SMUD'S PROPOSAL REVIEW PROCESS, IT IS REQUIRED THAT EACH PROPOSAL CONTAINS ALL OF THE INFORMATION WITHIN THIS SECTION AND IS ORGANIZED IN THE SEQUENCE THAT THE ITEMS APPEAR IN THIS SECTION.

SEE THE TABLE OF CONTENTS FOR A LISTING OF THE CONTENTS WITHIN THIS SECTION.

SMUD will provide an electronic copy of the proposal forms in MS Word which contains fill-in fields. Proposers may use the forms provided to submit Proposals. Please provide responses to all questions in the block (fill-in fields) following every question. The fill-in fields will expand to accommodate your answer. Pictures, charts and graphs may also be inserted into the fill-in fields or may be attached as separate documents if necessary

**6.1. PROPOSAL AGREEMENT NO. RITM0104053.AM**

**PROPOSAL AGREEMENT:** In compliance with Request for Proposal No. **RITM0104053.AM, PROGRAM ADMINISTRATOR - COMPLETE ENERGY SOLUTIONS PROGRAM**, the undersigned hereby proposes and agrees to provide the services described, at the rates and dollar limits defined in the Bid Schedule attached hereto.

It is understood that this proposal constitutes a firm offer that cannot be withdrawn for ninety (90) calendar days after the submission date for the proposals.

The undersigned certifies that he/she has examined and is familiar with the content of this Request for Proposal; also that he/she has checked all the figures shown in the proposed Rate Schedule and other attachments hereto and understands that the Sacramento Municipal Utility District will not be responsible for any errors or omissions on Contractor's part in preparing this proposal.

The undersigned further agrees, if awarded the contract, that he/she will commence the work within the time set forth and will perform the work in accordance with the contract documents attached to this Request for Proposal.

Attached hereto and made a part thereof by this reference are proposal forms pages 6-3 through 6-9, the Detailed Proposal and the Bid Schedule.

**PROPOSER:**

<b>Company:</b>		
<b>Street Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Signed:</b>		
<b>Print Name:</b>		
<b>Title:</b>		
<b>Telephone:</b>	<b>Fax:</b>	
<b>Email:</b>	<b>Date:</b>	
<b>Dun &amp; Bradstreet DUNS Number:</b>		

**6.2. SAFETY COMPLIANCE CERTIFICATE**

I, \_\_\_\_\_ the undersigned,

\_\_\_\_\_  
(Print Company Representative Name)

of

\_\_\_\_\_  
(Print Company Representative Title)

hereby certify the

\_\_\_\_\_  
(Print Company Name)

information contained herein and that undersigned is duly authorized to certify that:

- A. Contractor has an effective Injury and Illness Prevention Program which meets the requirements of all applicable laws and regulations, including, but not limited to, California Labor Code Section 6401.7. (This section does not apply if Contractor does not perform any work under this agreement within the State of California.) and

[http://leginfo.legislature.ca.gov/faces/codes\\_displaySection.xhtml?sectionNum=6401.7&lawCode=LAB](http://leginfo.legislature.ca.gov/faces/codes_displaySection.xhtml?sectionNum=6401.7&lawCode=LAB)

- B. Within the last three years, has your company ever been cited for a violation of any Federal, state, regional or local OSHA or environmental laws, rules, regulations or ordinances?

☐ NO ☐ YES (If yes, attach details)

- C. Contractor agrees that it is fully responsible for the acts and omissions of its subcontractors and all persons either directly or indirectly employed by Contractor.

- D. The above-named person has the authority and responsibility for implementing and administering Contractor's Injury and Illness Prevention Program.

IN WITNESS WHEREOF, the undersigned has executed this Safety Compliance Certificate under the penalty of perjury of the laws of the State of California on:

<b>Signed:</b>
<b>Print Name:</b>
<b>Date:</b>

**6.3. NONCOLLUSION STATEMENT****TO BE EXECUTED BY PROPOSER AND SUBMITTED WITH PROPOSAL**

I, \_\_\_\_\_ am the  
(Print Company Representative Name)

\_\_\_\_\_ of  
(Print Company Representative Title)

\_\_\_\_\_ the party making the  
(Print Company Name)

foregoing bid, that the bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the bid is genuine and not collusive or sham; that the Bidder has not directly or indirectly induced or solicited any other Bidder to put in a false or sham bid, and has not directly or indirectly colluded, conspired, connived, or agreed with any Bidder or anyone else to put in a sham bid, or that anyone shall refrain from bidding; that the Bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the bid price of the Bidder or any other Bidder, or to fix any overhead, profit, or cost element of the bid price, or of that of any other Bidder, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the bid are true; and, further, that the Bidder has not, directly or indirectly, submitted his or her bid price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid.

<b>Signed:</b>
<b>Print Name:</b>
<b>Title:</b>

**6.4. PUBLIC RECORD INDEMNITY AGREEMENT**

(“Proposer”) shall indemnify, defend and hold SMUD,

(Print Company Name)

its directors, officers, agents, and employees (collectively, “Indemnitees”) harmless against all claims or causes of action brought against Indemnitees seeking to cause the release or disclosure of Proposer’s Proposal and related materials submitted to Indemnitees in response to SMUD Request For Proposal No. **RITM0104053.AM, PROGRAM ADMINISTRATOR - COMPLETE ENERGY SOLUTIONS PROGRAM.**

In the event Proposer fails or refuses to indemnify or defend Indemnitees upon a timely request as provided hereunder, Proposer shall unconditionally waive all claims against, completely release and forever discharge Indemnitees from any and all claims, damage, loss, expense and liability Proposer may incur arising from or in any way connected to Indemnitees release of Proposer’s Proposal and materials related thereto.

It is agreed that in the event of any litigation arising hereunder, the Proposer at the request of SMUD shall submit to the jurisdiction of any court of competent jurisdiction within the State of California and will comply with all requirements necessary to give such Court jurisdiction, and that all matters arising hereunder shall be determined in accordance with the law and practice of such court. It is further agreed that service of process in any such litigation may be made in the manner provided for in Section 415.40 of the California Code of Civil Procedure or in any other manner provided for in said code for service upon a person outside the State of California.

**ACCEPTED FOR PROPOSER**

<b>Company:</b>
<b>Signed:</b>
<b>Print Name:</b>

**6.5. CAMPAIGN CONTRIBUTION DISCLOSURE**

Identify any member(s) of SMUD's Board of Directors to whom your company or an agent of your company made a campaign contribution of more than \$250 during the last twelve (12) months. (Government Code §84308)

<b>SMUD Board Member</b>	<b>Month/Year of Contribution</b>

☐ No campaign contribution of more than \$250 was made to any member of SMUD's Board of Directors during the last twelve (12) months.

<b>Company:</b>
<b>Signed:</b>
<b>Print Name:</b>

**6.6. PROMPT PAYMENT PROGRAM**

SMUD has a prompt payment program for small businesses which are certified by the State Department of General Services.

Under the program, SMUD will guarantee payment of invoices within 20 calendar days from the date of inspection and acceptance by SMUD or the date correct invoices are received, whichever is later.

If SMUD fails to meet the 20 calendar days payment guarantee, the small business will be paid interest on the unpaid invoice at prime plus 2% APR. Late interest payments, if applicable, will be made without an additional invoice from the small business.

To participate in this program, please indicate “prompt payment” below and provide evidence of certification with your bid.

Bidder is eligible for, and is requesting, a prompt payment program:

☐ YES ☐ NO

**PROPOSER:**

<b>Company:</b>
<b>Signed:</b>
<b>Print Name:</b>

**6.7. SEED PROGRAM SMALL BUSINESS DECLARATION**

Complete this form to apply for SEED Program consideration. To qualify for the SEED Program, a firm must have a current Certification ID as a Small Business from the California Department of General Services. In addition, the firm must qualify as a SMUD customer for the preceding six months by receiving SMUD electric service at the principal office\* listed by the Department of General Services. If your firm or one of your proposed subcontractors qualifies under these criteria, SMUD will validate all submitted information and determine the proposing firm's SEED Program qualification.

**To expedite the verification process:**

- 1) Submit a copy of the most recent SMUD statement for the principal office shown on your DGS Small Business application**

**OR**

- 2) \_\_\_\_\_ If the firm leases its principal space from a property management company or a landlord and the SMUD utilities are included in the lease, please initial in the blank space provided above and attach a copy of the current lease showing the dates of occupancy, principal office of property and signatures of both parties**

**AND**

**Provide the DGS Small Business Certification ID in the space provided below.**

<b>Proposed SEED firm:</b>
<b>Contact Name:</b>
<b>Title:</b>
<b>Phone Number:</b>
<b>DGS Small Business Certification ID</b>

I hereby certify that this firm qualifies for the SEED Program as defined above. This firm has been certified as a Small Business by the California Department of General Services.

I hereby swear that I am duly authorized to legally act on behalf of the above named company.

<b>Signed:</b>
<b>Print Name:</b>
<b>Title:</b>
<b>Date:</b>

If you or one of your proposed subcontractors is not certified by DGS and would like to become certified for future contracting opportunities, please refer to [www.smud.org/SEED](http://www.smud.org/SEED) or contact SMUD Supplier Education and Economic Development at [SEEDmgr@smud.org](mailto:SEEDmgr@smud.org).

**\*Principal office** means where the business is headquartered and conducts the management and operations of the business.



**6.8. DESIGNATION OF PRIME CONTRACTOR, SUBCONTRACTORS AND SUPPLIERS**

**NOTE: THIS FORM IS ATTACHED AS A SEPARATE DOCUMENT**

**6.9. PUBLIC ENTITY CONTRACT REQUEST**

Complete the information below if Proposer has done business with any public entity<sup>1</sup> **(DO NOT INCLUDE SMUD CONTRACTS)** within the last five (5) years relevant to the scope of this RFP. (The information provided below will not be used for evaluation purposes.)

<b>Public Agency/Entity Name:</b>	
<b>Solicitation #:</b>	
<b>Contract/Award #:</b>	
<b>Contract/Award Date:</b>	<b>Contract Amount:</b>
<b>Contract Manager's Name:</b>	
<b>Contract Manager's Position Title:</b>	
<b>Telephone:</b>	<b>Email:</b>
<b>Brief Description of Work Performed:</b>	

<b>Public Agency/Entity Name:</b>	
<b>Solicitation #:</b>	
<b>Contract/Award #:</b>	
<b>Contract/Award Date:</b>	<b>Contract Amount:</b>
<b>Contract Manager's Name:</b>	
<b>Contract Manager's Position Title:</b>	
<b>Telephone:</b>	<b>Email:</b>
<b>Brief Description of Work Performed:</b>	

<b>Public Agency/Entity Name:</b>	
<b>Solicitation #:</b>	
<b>Contract/Award #:</b>	
<b>Contract/Award Date:</b>	<b>Contract Amount:</b>
<b>Contract Manager's Name:</b>	
<b>Contract Manager's Position Title:</b>	
<b>Telephone:</b>	<b>Email:</b>
<b>Brief Description of Work Performed:</b>	

<sup>1</sup> Public entity includes the State of California, the Regents of the University of California, the Trustees of the California State University and the California State University, a county, city, district, public authority, public agency, and any other political subdivision or public corporation in California.

**6.10. DETAILED PROPOSAL****6.10.1 Evaluation Criteria 1 Pass/Fail Requirements**

To qualify under this Request for Qualifications, Proposer must meet the following mandatory requirements.

**THE ITEMS IN THIS SECTION WILL BE EVALUATED ON A PASS/FAIL BASIS. ONLY THOSE SUBMITTALS MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE CONSIDERED RESPONSIVE. IF IT IS DETERMINED THAT ONE OR MORE OF THE FOLLOWING MANDATORY REQUIREMENTS ARE NOT MET, THE SUBMITTAL WILL FAIL THIS SECTION AND THE SUBMITTAL WILL BE CONSIDERED NON-RESPONSIVE.**

- A. Within the last five years, the Program Administrator must have at least two combined years of experience as a program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

**Response:**

- B. The PA must provide a cloud-based software solution that has been in use by the PA for at least two North American utilities for a program of similar scope and scale to this CES program offerings; energy efficiency, auto demand response programs, and/or electric vehicle supply equipment.

**Response:**

- C. Financial Stability. Program Administrator must be capable to maintain the cash flows required to implement this program, although the Program Administrator will be able to bill SMUD monthly for all pass-through expenses. Program Administrator must have account payable capabilities to pre-pay incentives and to process and pay subcontractors (if any) within 15 days after receipt of trade ally invoice. Program Administrator can expect to need to pre-pay up to \$500,000 in customer incentives before being reimbursed by SMUD.

**Response:**

- D. Proposed software solution must comply with ALL SMUD mandatory cybersecurity requirements listed in section 2.7 of the RFP

**Response:**

- E. If shortlisted, the proposer must submit a SOC 2 Type II, or equivalent third-party attestation if available, and System Security Plan that meets the requirements as described in section 2.8.2 of the RFP for approval by SMUD's Cybersecurity Office. If the plan is not approved by Cybersecurity, the proposer will be disqualified.

**Response:**

- F. Proposer agrees to submit their Disaster Recovery Program (DRP) to SMUD prior to contract award.[AM1.1][CM1.2][CM1.3][RR1.4][NS1.5]

**Response:**

- G. Infrastructure that comprises the solution and the data storage itself must be on U.S. soil.

**Response:**

- H. The proposed solution should include the following key features:
- a. the ability to make API calls to external systems for data verification and validation (call functionality) and push data to external APIs or systems after form submission (push functionality). This should include but not be limited to:
    - i. RESTful API Support
    - ii. Authentication Methods
    - iii. Customizable Data Mapping
    - iv. Error Handling and Logging
    - v. Configuration Interface

**Response:**

- I. The proposer software solution meets all other requirements outlined in section 2.11.4

**Response:**

### 6.10.2 Evaluation Criteria 2 SEED Program Evaluation Points

Ten evaluation points will be awarded to SEED qualified prime Proposers. Non-SEED prime Proposers will receive up to ten evaluation points on a pro-rata basis for proposing at least 20% subcontracting which utilizes SEED subcontractors. Details are in the Supplier Education & Economic Development section of this document.

If submitting a proposal with SEED subcontracting participation, Proposer shall describe in detail the SEED subcontractor's scope of services. The Proposer shall further provide the % and the

total amount of the SEED participation in the Prime Contractor, Subcontractor and Suppliers Form. Proposer who is awarded the contract shall provide SMUD with the SEED subcontractor actual spend via quarterly reporting of subcontractor invoices and payment documentation.

### 6.10.3 Evaluation Criteria 3 Environmental Sustainability

- A. Outline your organization's environmental sustainability program. Include your environmental sustainability company policy. Describe how you measure and manage environmental impacts and continuous improvement towards environmental sustainability.

**Response:**

- B. Describe the best practice and innovation your organization would employ to help reduce the environmental impact specific to the scope of work in this RFP.

**Response:**

- C. Does your company have an Employee Code of Conduct in place? Attach the policy if you have one documented.

**Response:**

- D. Does the company have any goals or targets in place to reduce your scope 1 and scope 2 greenhouse gas emissions?

**Response:**

- E. Does your company have a Supplier Code of Conduct and/or Human Rights Policy in place? Attach the policy if you have one documented.

**Response:**

### 6.10.4 Evaluation Criteria 4 General Experience and Qualifications

- A. Provide three program examples (only example can be a SMUD program) within the last five years that have been in operation for at least two years where your firm has served as program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

- EXAMPLE PROGRAMS AND PERFORMANCE

- Provide the following metrics for each program:
- The total number of customers served by the utility or agency
- The number of customers the program is intended to serve
- Program goals and outcomes (energy savings, customer bill impacts, number and types of customers/projects completed, grid impacts, number of site assessments completed, etc.)
- Program annual budget and performance operating within budget amount

Please note that your example programs should be active/established programs and not currently in implementation or creation status.

**Response:** (2 page limit)

B. Using one of the examples from Question 1, provide one program example within the last five years that has been in operation for at least two years where your firm has served as program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

- **EXAMPLE PROGRAM AND ROLES & RESPONSIBILITIES**
- In the example, please provide the following:
  - If the example includes the partners/subs you've proposed for this RFP, specify your firm's roles, responsibilities, and deliverables as the program administrator or in partnership with sub-contractors. For each partner or subcontractor outline their specific roles and responsibilities and deliverables.
  - If the example does not include the partners/subs you've proposed for this RFP, provide one program example within the last five years that has been in operation for at least two years where your partner/sub has served as program administrator or provided support for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment. For each partner or subcontractor outline their specific roles and responsibilities and deliverables"

**Response:** (1 page limit)

C. Provide an organizational chart of the program team to be assigned (including any Subs and key personnel) and a clear description of the roles and responsibilities of each key person performing the work.

- Key staff must have five years of building electrification experience.
- Provide one-page resumes of all team members involved with performing the work

The main Program Management team (program or project manager, and two other lead team members), that will be utilized for the resulting contract must have performed services under one of the referenced projects utilized in response to mandatory questions F, G or H above.

**Response:** (2 page limit not including resumes)

- D. Proposer must have at least two North American utility or state or federal agency references of successful projects as a Program administration for a residential or commercial energy efficiency and electrification program, and where they have provided a software solution including real-time automation. Outline the successful outcomes of each program and provide references and contact information for each project.

**Response:** (2-page limit)

- E. Proposer must have at least two North American utility or state or federal agency references of successful projects as a Program administration for a residential or commercial energy efficiency and electrification program, and where they have provided a software solution including real-time automation. Outline the successful outcomes of each program and provide references and contact information for each project.

**Response:** (2-page limit)

- F. Describe your experience designing, administering, or supporting programs that serve low-income, disadvantaged, underserved, or hard-to-reach small business communities.

- Include examples of similar projects or programs, the customer segments served, and the outcomes achieved.

**Response:** (2 page limit)

- G. Provide your approach to managing program budgets and cost effectiveness, controlling costs, tracking effectiveness, and ensuring incentives/payment align with SMUD's goals (\$/kWh, etc.).

Please include in your response:

- How does the program administer becoming more proficient at meeting program goals result in the unit price in later years becoming cheaper?

**Response:** (2 page limit)

- H. Describe your approach to providing timely, accurate, and comprehensive reporting, invoicing, and documentation management for the Complete Energy Solutions (CES) Program. Your response must address how you will support SMUD's needs for transparency, compliance, financial accountability, and program decision-making.

At a minimum, your response must address the following:

- Invoicing requirements for the program administrator and applicable subcontractors
- Invoicing efficiency for trade allies
- Weekly reporting content

- Monthly reporting content
- Quarterly Reporting content
- Timing of documentation and administrative access

**Response:** (3 page limit)

- I. Provide three program examples (only example can be a SMUD program) within the last five years that have been in operation for at least two years where your firm has served as program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

- **EXAMPLE PROGRAMS AND PERFORMANCE**

- Provide the following metrics for each program:
- The total number of customers served by the utility or agency
- The number of customers the program is intended to serve
- Program goals and outcomes (energy savings, customer bill impacts, number and types of customers/projects completed, grid impacts, number of site assessments completed, etc.)
- Program annual budget and performance operating within budget amount

Please note that your example programs should be active/established programs and not currently in implementation or creation status.

**Response:** (2 page limit)

- J. Using one of the examples from Question 1, provide one program example within the last five years that has been in operation for at least two years where your firm has served as program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

- **EXAMPLE PROGRAM AND ROLES & RESPONSIBILITIES**

- In the example, please provide the following:

- If the example includes the partners/subs you've proposed for this RFP, specify your firm's roles, responsibilities, and deliverables as the program administrator or in partnership with sub-contractors. For each partner or subcontractor outline their specific roles and responsibilities and deliverables.
- If the example does not include the partners/subs you've proposed for this RFP, provide one program example within the last five years that has been in operation for at least two years where your partner/sub has served as program administrator or provided support for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment. For each partner or subcontractor outline their specific roles and responsibilities and deliverables"



**Response:** (1 page limit)

K. Provide an organizational chart of the program team to be assigned (including any Subs and key personnel) and a clear description of the roles and responsibilities of each key person performing the work.

- Key staff must have five years of building electrification experience.
- Provide one-page resumes of all team members involved with performing the work

The main Program Management team (program or project manager, and two other lead team members), that will be utilized for the resulting contract must have performed services under one of the referenced projects utilized in response to mandatory questions F, G or H above.

**Response:** (2 page limit not including resumes)

L. Proposer must have at least two North American utility or state or federal agency references of successful projects as a Program administration for a residential or commercial energy efficiency and electrification program, and where they have provided a software solution including real-time automation. Outline the successful outcomes of each program and provide references and contact information for each project.

**Response:** (2-page limit)

M. Proposer must have at least two North American utility or state or federal agency references of successful projects as a Program administration for a residential or commercial energy efficiency and electrification program, and where they have provided a software solution including real-time automation. Outline the successful outcomes of each program and provide references and contact information for each project.

**Response:** (2-page limit)

N. Describe your experience designing, administering, or supporting programs that serve low-income, disadvantaged, underserved, or hard-to-reach small business communities.

- Include examples of similar projects or programs, the customer segments served, and the outcomes achieved.

**Response:** (2 page limit)

O. Provide your approach to managing program budgets and cost effectiveness, controlling costs, tracking effectiveness, and ensuring incentives/payment align with SMUD's goals (\$/kWh, etc.).

Please include in your response:

- How does the program administer becoming more proficient at meeting program goals result in the unit price in later years becoming cheaper?

**Response:** (2 page limit)

- P. Describe your approach to providing timely, accurate, and comprehensive reporting, invoicing, and documentation management for the Complete Energy Solutions (CES) Program. Your response must address how you will support SMUD's needs for transparency, compliance, financial accountability, and program decision-making.

At a minimum, your response must address the following:

- Invoicing requirements for the program administrator and applicable subcontractors
- Invoicing efficiency for trade allies
- Weekly reporting content
- Monthly reporting content
- Quarterly Reporting content
- Timing of documentation and administrative access

**Response:** (3 page limit)

#### 6.10.5 Evaluation Criteria 5 Technical Approach

Security & Records Management : Describe the solution's approach to secure data transfer, PII protection, digital signatures, legal hold, retention/disposition, permissions management, auditing, and secure export at contract closeout.

**Response:** (1 page limit)

- A. Provide specific examples of integrations with enterprise solutions such as SAP ECC 8.0 or S/4HANA, CRM, DSM.

Specify the integration methods for each system, whether through API or File-based approach.

**Response:** (5 page limit to allow for visual images to be included)

#### B. Configuration vs. Customization Approach

Describe how your proposed SaaS solution addresses meeting SMUD's program requirements using its core capabilities. Explain how the capabilities are available using out of the box configuration rather than custom development. In your response, address the following:

- Configuration Capabilities: List which program features, workflows, and reports can be enabled, modified, or adapted through configuration tools or administrative settings without code changes.

- Customization Needs: Clearly identify any requirements you anticipate would require custom coding, scripts, or extensions. For each, explain why configuration is insufficient.
- Implementation Experience: Provide examples from previous implementations where similar program requirements were addressed through configuration (not customization), including any trade-offs or limitations encountered.

**Response:** (2 page limit)

C. Provide specific examples of your SaaS platform's output features and reporting tools, including but not limited to:

- Pipeline Reports: Describe the types of pipeline or status reports generated, with examples and data refresh rates, specifying input data sources and update frequency.
- User Views: Illustrate how Customer, Trade Ally, and SMUD program staff views are configured, supported, and accessed within the platform.
- Dashboards: Explain how dashboards available for real-time monitoring, including key metrics and visualizations.
- Completion Reports: Describe comprehensive project or program completion reports.
- Document Storage & Management: Describe your platform's approach to storing, organizing, and retrieving documents, including document types and security support.
- Access Levels & Support: Explain how user access is managed at different levels (e.g., read-only, edit, admin) and how support for access issues is handled.
- Real-Time Reporting: Show how your platform supports real-time reports, indicating data refresh rates, the inputs used (e.g., project status, incentives, customer data), and how data is updated.
- Project Communication: Describe how user notes, comments, or project discussions are integrated within the system.
- Proposal/Scoping Documents: Show how your platform supports generating or managing project proposals, scope, or pricing documents.
- Financial Reporting: Show how your platform supports incentive payment reports, tracking disbursed amounts, and payment status.
- Geographic Mapping: Show how your platform supports geographic map features showing project locations with relevant attributes.

**Response:** (4 page limit)

D. Describe how your proposed SaaS solution will integrate with SMUD's systems using RESTful web services and SMUD's standard WebMethods Cloud ESB middleware. Include how the solution supports bi-directional data exchange with SMUD systems such as SAP/ECC/CRM, S/4 HANA, PowerClerk, and Documentum. Your response should address API standards, security, data mapping, error handling, logging, and implementation support.

Please include the following in your response:

- RESTful API Standards - Describe how your solution supports REST principles, including resource-based endpoints, HTTP methods, stateless communication, standard HTTP response codes, JSON payloads, and API versioning.
- Middleware Compatibility - Explain how your solution integrates with SMUD's WebMethods Cloud ESB environment, including whether integration is direct, mediated through middleware, or both.
- Bi-Directional Data Exchange - Describe the data types that can be sent to and received from SMUD systems, for example: customer, premise, program, eligibility, validation, and transaction updates.
- Security Controls - Describe supported authentication methods, including basic auth, OAuth 2.0, mutual TLS, IP whitelisting, API keys, or other methods. Describe how confidential data is encrypted in transit and how credentials are managed, rotated, and expired.
- Data Mapping and Transformation - Explain how configurable mappings, validation rules, and transformations are handled between your system and SMUD systems.
- Error Handling and Logging - Describe how API errors are communicated, logged, traced, and resolved. Include support for correlation IDs, audit logs, and retry logic.
- Implementation Support - Describe what documentation, sample payloads, test tools, sandbox environments, and technical support you provide for integration implementation and maintenance.

**Response:** (5 page limit)

#### 6.10.6 Evaluation Criteria 6      Specific Program Expertise

- A. Describe your approach to administering customer projects under the Complete Energy Solutions (CES) Program, from initial authorization through project closeout and document management. Your response must clearly address each of the numbered subtasks below and explain the processes, tools, documents, controls, and staff roles you will use to ensure streamlined delivery and compliance with SMUD standards for transparency, accuracy, and accessibility.

- Access Authorization and release of Customer Information sharing
- Energy Assessment
- Customer Proposal
- Customer Acceptance
- Project Management
- Project close out
- Document Management
- Please also identify:
- Key personnel responsible for each activity

**Response:** (5 page limit)

- B. Describe your approach to developing, maintaining, and updating a comprehensive Project Management Plan and Implementation Plan for the Complete Energy Solutions (CES) Program in collaboration with SMUD.

Your response should address, at a minimum:

- Project Management Plan
- Implementation Plan
- Technical software solution implementation plan
- Program Design and Process Mapping
- Core Program Documents and Procedures
- Document Submission Standards

Please also identify:

- Key personnel responsible for plan development and maintenance
- Proposed timeline for draft, review, revision, and finalization
- Methods for incorporating SMUD review and approval
- Tools, templates, or systems that will support these activities

<b>Response:</b> (3 page limit)
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- C. Provide an example of a program within the last five years that has been in operation for at least two years where your firm has served as program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

#### WORKFLOW AUTOMATION

- a. In this example, specify your firm's role as either the PRIME or the SUB as the program administrator in providing the software solution and workflow automation being proposed.
- b. Identify the specific steps completed using workflow automation in your solution and the end users' experience. The solution must include functionality for incentive reservation and/or rebate processing software services including workflow automation applications.
- c. Provide a process flow or process steps for the full project lifecycle and identify specific steps in which your software solution is providing automation.

Examples of automations to highlight:

- Incentive payment
- Savings calculations
- Customer data transfers
- Project statuses
- Dashboards
- Report creation

Please note that your example program where the software solution is in production should be an active/established program and not currently in implementation or creation status.

**Response:** (3 page limit)

- D. Provide an example of a program within the last five years that has been in operation for at least two years where your firm has served as program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

#### ROLES AND RESPONSIBILITIES - SOFTWARE

- a. In this example, specify your firm's role as either the PRIME or the SUB as the program administrator in providing the software solution and workflow automation being proposed.
- b. Specify your firm's roles, responsibilities, and deliverables as the program administrator or in partnership with sub-contractors being proposed. For each partner or subcontractor outline their specific role and responsibility and deliverables.

Please note that your example program where the software solution is in production should be an active/established program and not currently in implementation or creation status.

**Response:** (3 page limit)

- E. Provide an example of a program within the last five years that has been in operation for at least two years where your firm has served as program administrator for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

#### TRADE ALLY

In this example, specify your firm's role as the program administrator in providing the management and ownership or support of a Trade Ally Network.

Provide strategies or plans for each task: Recruitment & management, contractor engagement, training, licensing, multiple bid process and quality assurance mechanisms.

**Response:** (2 page limit)

- F. Provide an example of a program within the last five years that has been in operation for at least two years where at least one person on the core team has participated in and/or coordinated the utility interconnection process or has provided expertise as a licensed C10 electrician for a North American utility, or for a state or federal agency for a similar program or suite of programs including: energy efficiency, building electrification (gas to electric conversion), and/or electric vehicle supply equipment.

#### INTERCONNECTION

- Provide utility interconnection strategies/approaches
- Provide specific utilities you have coordinated with on the utility interconnection process.

- Provide examples of specific utilities you've interfaced with, project scope, names of people and what roles they held that you worked with at the utility, and outcomes of the projects.
- Provide specific examples of any expertise provided in a project as a licensed C10 electrician.
- Provide your experience with working through the permitting and inspection process with a local agency, either firsthand or in coordination with a trade ally.

**Response:** (5 page limit)

**G. PREFERENTIAL PRICING PROGRAM (Informational Only)**

Describe your approach to establishing and managing a preferential pricing program for the Complete Energy Solutions (CES) Program. Your response should explain how you will negotiate and secure preferential pricing from reputable distributors and manufacturers for key equipment, reduce program costs, and support market adoption of energy-efficient technologies.

Your response should address, at a minimum:

- Description of Approach
- Quality of Administrator-Led Supplier RFP Process
- Negotiation and Preferential Pricing Strategy
- Trade Ally Engagement, Training, and Utilization Strategy
- Monitoring, Reporting, and Performance Management
- Relevant Experience, Key Personnel, and Risk Management

**Response:** (1 page limit)

**H. INNOVATION (Informational Only)**

Describe your process and experience for identifying, piloting, and integrating innovative program enhancements on similar programs. Identify and discuss any innovation opportunities or gaps your firm within the current scope of work, and how you would address these opportunities.

**Response:** (1 page limit)

**6.10.7 Evaluation Criteria 7 Commercial Terms (Price) and Compliance with SMUD's Contractual Terms**

- A. This section includes the cost information contained in the Bid Schedule section of this RFP.
- B. The Proposer shall note all exceptions taken to this RFP including the contract terms and conditions of the contract included in the Sample Contract section of this RFP. SMUD reserves

the right to reject any proposal based on noncompliance with the attached contract terms and conditions.

**Response:**



**6.11. BID SCHEDULE****RFP No. RITM0104053.AM**

In accordance with this RFP, the Proposer agrees to provide the services described in the Scope of Services, at the rates shown in this Schedule.

The quantities shown below are approximate only and being given as a basis for the comparison of proposals. SMUD does not, expressly, or by implication, propose or agree that the actual quantities of work will correspond therewith, but reserves the right to increase or decrease the amount of any portion of the work shown, or to omit portions of said work, as may be deemed advisable by SMUD. Payment will be made on the basis of quantities actually performed.

**SEE ATTACHMENT BID SCHEDULE EXCEL SHEET**

**Note: SMUD's evaluations for award will include SEED Price Advantage calculations**

**ASSUMPTIONS**

<b>ITEM</b>	<b>PRICING COMPONENT</b>	<b>DESCRIPTION</b>	<b>NOTES</b>
1.	Initial Setup Fee	One-time fee for initial setup, configuration, and customization of the SaaS solution	May include data migration costs
2.	Subscription Fee	Recurring fee for access to the software, usually billed monthly or annually	Specify tiers if applicable
3.	User Licensing Cost	Cost per user or user group	Define Min/ Max limits
4.	Additional Features/Modules	Costs for optional features or add-on modules not included in basic software solution	Geographic Mapping
5.	Support and Maintenance	Monthly or annual fee for technical support and software maintenance	Outline support level included
6.	Training and Onboarding Costs	Fees associated with training sessions and onboarding new users	Can be per session or per user
7.	Data Storage Fees	Additional fees for data storage beyond a defined limit	Specify storage limits and rates
8.	Cancellation/Termination Fee	Fees associates with cancellation or termination	Outline penalties or notice periods required
9.	Optional Professional Services	Charges for consulting, implementation, or integration services beyond standard	Provide details on availability and scope
10.	Payment Terms	Specify payment terms	Outline any discount for early payment or bulk subscriptions
11.	Performance Realization Rate	Projects assessed typically have a 50% conversion rate to customer	Assessments will always be greater than number of

		adoption and accept moving forward with a project	completed projects in any given year.
12.	Multi Measure Projects	Projects are highly oriented towards HVAC as a measure and important to know that customers take on other measures with the HVAC work.	Assume that all Go Electric water Heating and Go electric cooking will be included with a HVAC measure

In case of discrepancy between the words and numbers of the bid price, the words shall govern. In case of discrepancy between the unit prices bid and the extensions thereon, the unit prices shall govern. In case of an error in the addition of the total bid amount for all bid items the corrected total shall govern.

The rates proposed above shall remain fixed for the duration of the contract unless otherwise approved in writing by SMUD.

SMUD's standard payment terms are listed below. Please indicate proposed payment terms by checking the appropriate box.

☐ 2% 15 N45

☐ 1% 30 N45

☐ N45

☐ N20 Small Business Prompt Payment. NOTE: This option is only available to small businesses certified by the State of California Department of General Services

SMUD reserves the right to reject any proposal if non-standard payment terms are proposed.

**PROPOSER:**

<b>Company:</b>		
<b>Street Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Signed:</b>		
<b>Print Name:</b>		
<b>Title:</b>		
<b>Telephone:</b>	<b>Fax:</b>	
<b>Email:</b>	<b>Date:</b>	

## 7. SAMPLE CONTRACT

**Note: The Sample Contract is attached as a separate document.**